

Telx Case Study

rentVm

A leading IaaS (Infrastructure-as-a-Service) provider offering on-demand, scalable infrastructure in a virtual, 100% private cloud network partners with Telx to ensure reliable and resilient interconnection services to carrier clients worldwide without adding to CAPEX or conceding downtime in place of performance.



Executive Overview

rentVm builds custom private clouds for carriers. Its customers not only need to be able to dynamically provision users, but also to assure them maximum uptime, especially when connecting circuits from their office to a central termination point in any geographic location. Telx's fully-meshed delivery of carrier connectivity solutions paired with a high-value, low-latency and resilient colocation model enabled more than 54 million global viewers of a rentVm multichannel customer to keep its online and mobile streaming news portals up and running, without interruption, in spite of Hurricane Sandy's massive impact on New York City datacenters.

The Customer

rentVm delivers Infrastructure-as-a-Service technology to software developers, retail, media, healthcare, education, small and medium size businesses and enterprises to enable Public and Private (enterprise) Cloud environments. The company's extensive experience in system integration and solution centric services help customers to quickly migrate and adopt cloud based services.

Business Challenge

"The Cloud" is not only the dominant buzzword in today's IT industry; for many it's also an unfamiliar evolution in their datacenter environment. That's where rentVm comes in.

"Many cloud computing providers offer a 'fixed model' to customers, defined as a particular framework with very specific parameters, including type of firewall, load balancing, compute and operating systems," said Ali Fayazi, rentVm Vice President. "We're different because we're flexible. We're not tied into one particular technology, or server or operating system. Instead, we align our technology with your business to provide successful outcomes."

It's that flexibility that is often critical to making that logical and physical leap from internal servers to virtual cloud computing.

"We work with clients on building out a custom cloud model that works best for their business, so that the learning curve for customers is much less than



it would be in a more rigorous, infrastructure-specific environment,” explained Fayazi. “For IT administrators and in consideration of the user experience, that flexibility rapidly translates into transparency, where the technology doesn’t interrupt the flow of information. As a result our solutions are never one size fits all.”

Solution and Value Realized

It is this belief of providing custom cloud model to customers that ultimately led Fayazi to partner with Telx: two companies working within flexible infrastructures to deliver responsive client-centric, carrier-based solutions.

“In terms of its locations and footprint we were aware of Telx prior to partnering with them. In fact our business delivery model aligned very well with their data center model, both in terms of their extensive carrier relationships and their unconditional commitment to their customers,” said Fayazi.

It’s those national and international carrier relationships that Fayazi cites as a key factor in delivering quality outcomes for rentVm customers.

“We work with a number of carriers and we’re constantly trying to leverage those relationships, finding complementary features that support our customers’ proximity, workflow and business model,” said Fayazi. “Whether we’re supporting 100 users or over a thousand, a fully-meshed delivery system of carrier connectivity paired with the support systems required to dynamically support users as offered by Telx is always a win-win situation for us.”

As an example of how well this partnership has worked, Fayazi offers the following anecdote:

A major international provider of online and mobile streaming news media with 20 million subscribers worldwide needed to find a way to scale their services quickly and cost-effectively. Initially rentVm considered partnering with a major cloud services provider. They decided against that option because of the inability to deliver a tailored solution that rentVm could. Moreover, costs for enhanced solutions were very high and quality and latency suffered and there were also issues around power and facilities which resulted in large amounts of downtime.

In time this provider began to evaluate other solutions and was soon referred to us. rentVm had its data center facilities in Telx owned facilities in New York, New Jersey and California, including a high level of data accessibility complete with ‘MeetMe’ cages which house over 400 worldwide carriers.

“The customer came to us and asked us if we could deliver to them a solution that ensured the reliable delivery of data to customers in locations and to users on continents thousands of miles away. By partnering with Telx we were able to cross-connect to this customer’s carrier (already a carrier located inside the Telx data center) and establish connectivity in hours, rather than days, or, when compared with how competitive carriers might have handled this challenge, maybe even

“Partnering with Telx provides us with reachability to our customers on a global scale. Through our expanded partnership, we can seamlessly connect San Francisco to our current location in New York City and to clients across the globe through a secured circuit. The expansiveness of Telx’s Meet-me-room’s allows us to reduced latency and use our infrastructure to connect to our clients in almost any building in the world in real-time.”

Ali Fayazi
Vice President, rentVm



months.”

That ability to rapidly connect and stay connected came to the forefront when a pair of events – namely election returns in this provider’s country watched by more than 54 million viewers and Hurricane Sandy’s devastating flood damage to New York City – converged. For Fayazi, the dividends were huge.

“Remarkably during the height of the storm our client continued to broadcast and stream information to citizens throughout this country, without a single interruption due to the storm,” said Fayazi. “The resiliency of the Telx solution was astonishing given that many businesses in the NY metro area themselves were literally underwater.”

According to Fayazi, since the switch to rentVm and to Telx, there continues to be no downtime and this customer has enjoyed low latency and high quality, responsive service, all without the expense of adding more products or more maintenance or enduring unexpected downtime.

“That level of service and performance exemplifies what our partnership with Telx has meant to us as well as our customers,” said Fayazi.

Summary

Given the reality of working in the data center and cloud delivery spaces Fayazi long ago concluded that, as is true in an related industry – real estate – success in this space on behalf of customers all comes down to the same three qualities: location, location and location.

“Telx is known for having the most accessible, cutting edge, state of the art data centers in the world supporting over 400 carriers in their MeetMe area. For rentVm these elements enable disparate carriers to physically connect their circuits from an office to a central point in their geographic location, and then terminate in a Telx data center, which rentVm is based in. In a nutshell,” said Fayazi, “it is connecting a virtual direct circuit from a physical location integrated into a central point.”

In summary, the parallel paths of flexibility and robust solutions that support it, suggest to Fayazi that rentVm’s partnership with Telx was the right choice.

“As far as North America is concerned, our expansion as a company has the same emphasis and path as Telx. We are very comfortable working with them and as a data center provider they have proven to be excellent partners,” said Fayazi. “We have pioneered a customized model for helping customers make the right choices at the right time and we feel much the same way about our continuing partnership with Telx on their behalf.”

About rentVm

rentVm delivers Infrastructure-as-a-Service technology to Software Developers, Healthcare, Education, small and medium size businesses and enterprises to enable Public and Private (enterprise) Cloud environments. The company’s extensive experience in system integration and solutions centric services help our customers to quickly migrate and adopt to cloud based services.

About Telx

Telx is a leading provider of interconnection and data center services in strategic, high-demand North American markets. With 20 premier C3 Cloud Connection Centers™ by Telx, Telx increases speed to market and reduces connectivity costs by providing direct connections to a community of the industry’s highest performance networks and access to over 1,200+ customers, including leading telecommunications carriers, ISPs, cloud providers, content providers and enterprises.

Telx is a privately held company headquartered in New York City, servicing 13 US markets with six facilities across the New York/ New Jersey Metro area, two facilities in Chicago, two facilities in Dallas, four facilities in California, two Pacific Northwest facilities, Seattle and Portland and facilities in Atlanta, Miami, Phoenix and Charlotte.