

# EQUINIX CUSTOMER SUCCESS STORY AVID TECHNOLOGY, INC.

MEDIA AND ENTERTAINMENT

Global media production solution provider leverages Platform Equinix™ to provide a collaboration app for maximizing production workflow efficiencies and enabling global collaboration

## Business challenge

Avid Technology, Inc., a global SaaS media production solution provider, needed to enable efficiencies and allow real-time collaboration across creative teams in the production process, without sacrificing performance or security for the media. The challenges included the ability to:

- Deploy a cloud-based, global, online editorial suite to increase efficiencies in creating, editing and enabling final production of media in a changing business landscape
- Capture global customer access and scale with quick deployment capabilities in a collaborative environment
- Connect a diverse group of global users
- Ensure high availability allowing users to follow asset-centered workflows collaboratively
- Optimize application performance and usability by interconnection to a large number of global networks
- Ensure assets can be secured and compartmentalized, while allowing multiple contributors simultaneous access



## Customer profile

### History

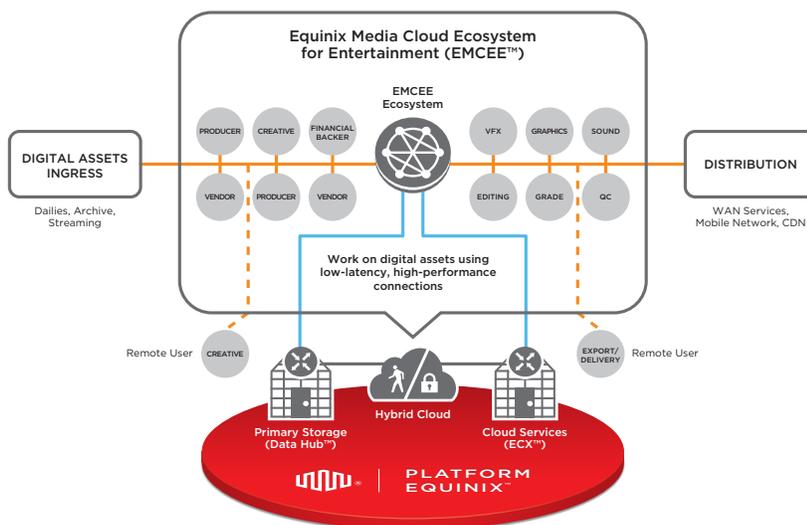
Founded in 1987, AVID Technologies, Inc. provides comprehensive engineering and design services to enhance customer success in the development and creation of advanced electronic products.

### Customers

Significant global market share of digital media creation, production, post-production and broadcast companies.

### Headquarters

Burlington, MA  
[www.avid-tech.com](http://www.avid-tech.com)



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## Solution

Avid Technology, Inc. worked with Equinix, a global leader in interconnection, to deliver performance, security and connectivity, as well as a solution to support its growth in new regions with:

- Equinix Performance Hub™, which provides direct, secure connections to networks and cloud providers
- Microsoft Azure Express Route™, which provides a high-performance, private and secure connection between Avid's IT environment and collaboration applications
- Interconnection, deployed via an Interconnection Oriented Architecture™ (IOA™) strategy on Platform Equinix, which directly and securely connects Avid to people, locations, clouds and data, as well as to dense and thriving industry ecosystems
- Deployment in Dallas, Texas, as a first initiative, with expansion targets to Frankfurt and Hong Kong

Avid initially wanted to interconnect to a global cloud service provider. Then it decided to migrate into multiple cloud service providers, as well as multiple network service providers, to enable global access to its SaaS platform and deliver high-quality video with a high level of reliability, resiliency, security and throughput. The Equinix portfolio of advanced interconnection solutions provided the collaborative efficiencies, cost reductions, security and performance needed for the company's success and future growth.

## Business results

The Equinix solution enabled success for Avid, including:

- Direct, secure connections to both clouds and networks Support for global collaboration
- Support for global collaboration
- Optimized performance
- Reduced costs

As a result of deploying Equinix interconnection solutions at the digital edge—closest to its users—customers now enjoy a rich, collaborative user experience with the required data and faster workflow efficiencies.

The solution enabled the following workloads:

- Data management
- Collaboration
- Ubiquitous access
- High-availability, low-latency video delivery
- Secure storage
- Hybrid cloud

## About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 44 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at [Equinix.com](https://www.equinix.com)

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