EQUINIX CUSTOMER SUCCESS STORY
CIRRACORE

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ENTERPRISE CLOUD HOSTING

Cirracore relies on Equinix to create unbeatable user experience for its managed cloud services.

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Fred Tanzella, CEO of Cirracore

The Environment
As a provider of a broad array of enterprise private cloud services, Cirracore recognizes two key drivers of success for its data center infrastructure: performance and scalability. "To completely satisfy our customers, our expertise in managed services must be supported by a high-performance, low- latency delivery infrastructure that ensures an excellent end user experience," said Fred Tanzella, CEO of Cirracore. "And when our customers are ready to expand, it needs to happen quickly and easily. Whether it's supporting a growing user base, adding new services, or entering new geographies, we need to be able to provide the same level of end-user performance."

The Solution
Cirracore (formerly Colocube) joined Platform Equinix in its International Business Exchange™ (IBX®) data center in Atlanta.

"Equinix meets our current physical data center needs by providing the high-performance, secure and scalable environment our customers require," said Tanzella. "And with its global platform spanning North America, Europe and Asia-Pacific, we can easily expand our presence as demand grows. Meanwhile, access to Equinix's rich ecosystems and marketplace provides a unique opportunity for us to attract new customers, create strategic partnerships and respond to changing business and competitive conditions with greater agility."

Why Equinix

Ecosystem and Marketplace Enablement
Platform Equinix comprises state-of-the-art IBX data centers, a global footprint, unique ecosystems and a global marketplace. Together these components can accelerate Cirracore's business growth by safeguarding its infrastructure, locating its assets and applications closer to users to improve performance, and enabling it to collaborate with the widest variety of partners and customers.

Each IBX serves as a neutral operating location for carriers, service providers and cloud companies. More than 950 network service providers interconnect with each other and customers within Equinix facilities around the world. Additionally more than 450 Cloud service providers and over 600 IT service providers use these networks to connect customers to their service platforms. This ecosystem and marketplace density provides companies with multiple options to meet specific performance, availability, and service delivery requirements. As a result, Cirracore is able to customize each customer's environment to meet the needs of the specific application or user.

Global Growth
In addition to serving Atlanta, Cirracore is able to leverage Equinix's global marketplace to expand into new markets and optimize the performance of its cloud applications around the world. Added

Results

Delivers secure and reliable high-performance, low-latency infrastructure

Makes the cloud a superior platform for data-intensive applications

Enables Cirracore to scale easily to support customer growth and innovation

Provides rich ecosystem to attract new customers, create strategic partnerships and respond to changing business conditions

Supports global expansion as demand grows

EQUINIX

Tanzella, "The beauty of Equinix is that with so many IBX locations, we can expand rapidly and seamlessly wherever market forces take us. And as our customers expand their services into new markets, we can support them with low-latency, high-performance solutions. This gives every Cirracore customer confidence that we will always be a strategic enabler of their growth."

Adopting the Clouds – Scalability, Security & Better Performance
The teaming of Equinix and Cirracore represents a major leap forward in making the cloud a superior platform for data-intensive applications, even in the highly regulated financial services industry.

For example, Cirracore customer Titan Trading Analytics Inc. (TSX Venture: TTA, OTCBB: TITAF), a provider of behavioral research and trading strategies for the financial services industry relies on Cirracore for powerful cloud services and cloud management tools. Thanks to the scale, low latency and high availability of Platform Equinix, Cirracore is able to provide Titan Trading with the ability to monitor real-time data and simultaneously sift through a decade of historical stock trades to generate its behavioral trade recommendations. Performance is critical as terabytes of data are processed, and the results are delivered in real-time to hedge funds, prime brokers and retail brokers so they can make informed trading decisions. Cirracore employs best practices in security and monitoring including the use of third-party security specialists to ensure the highest level of protection for Titan Trading and its customers.

Because its infrastructure is virtualized and resides in the cloud, Titan Trading can easily replicate its service environment and scale its business significantly faster than before. "Today, cloud computing isn't just about cost avoidance," said John Coulter, president and CEO of Titan Trading. "It's about achieving the ability to grow our business rapidly and effectively by putting our infrastructure into the hands of cloud, network and security experts whose complete focus is on delivering the highest levels of service performance and scale. Thanks to Cirracore and Equinix, we have a proven business case for using the cloud to deliver real-time, data-intensive financial services, and we believe that many firms will follow us."

Performance
Added Coulter, "The nature of our product requires a high-performance, secure and scalable environment to deliver the real-time analytics our financial services customers require. With Cirracore and Equinix, we have decreased the time it takes to generate model metrics on large, historical data sets by a factor of five—and improving model metrics has resulted in more robust production models."

Cirracore customers like Titan Trading can rapidly connect to services using a broad range of fast, low-latency interconnection solutions resulting in unparalleled go-to-market speed and service performance.

"When we managed our own data center, the ongoing cycle of increasing processing power and optimally managing our IT system was very resource-intensive and time consuming, said Coulter. "With Equinix and Cirracore, data center, network and security infrastructure are no longer obstacles to meeting customer demand and business growth. This provides us with a huge competitive edge in our industry."

And thanks to Platform Equinix's global marketplace and rich financial ecosystem, as Titan Trading rolls out new real-time subscription services to individual investors, it will be able to work with Cirracore to easily establish additional low-latency service environments in major financial centers, including New York, Chicago, EMEA and Asia-Pacific.

"There's absolutely no doubt that the combination of Equinix and Cirracore is a compelling proposition for our customers," said Cirracore's Tanzella. "We offer them a clear advantage today in terms of service performance, reliability, and security, while also ensuring we can help them rapidly expand geographically wherever the need arises."

About Cirracore
Cirracore (formerly Colocube) is a global provider of public, private, and hybrid cloud, managed hosting, and high-density computing services for mission critical applications that allow enterprises to scale operations while reducing costs and IT infrastructure support. At Cirracore, we are focused on providing dense solutions that reduce our customer's required footprint, which translates into direct savings for our customers.

Cirracore is one of the most respected high performance cloud hosting companies in the industry serving a global customer base. Cirracore has partnered with premier companies that are leaders in their respective industries to provide best in class service to our customers. Visit Cirracore at www.cirracore.com.

About Equinix
Equinix, Inc. (Nasdaq: EQIX), connects more than 4,400 companies directly to their customers and partners inside the world's most networked data centers. Today, enterprise, cloud, networking, digital media and financial services companies leverage the Equinix interconnection platform in 31 strategic markets across the Americas, EMEA and Asia-Pacific. By connecting directly to their strategic partners and end users, customers are forming dynamic ecosystems inside Equinix. These interconnected ecosystems enable companies to optimize the performance of their content and applications and protect their vital digital assets.

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