



EQUINIX CUSTOMER SUCCESS STORY

CONTACT SOLUTIONS



Contact Solutions creates a tiered architecture across Platform Equinix to obtain performance and cost efficiencies and ensure an optimal customer experience.

“Equinix gives us the confidence to offer an extremely high level of service. Because of the high-quality data centers and the network connectivity and diversity that we have access to, we definitely look at Equinix as a foundational partner in delivering our services to our customers.”

Chris Sussman, Director, Engineering & Operations, Contact Solutions

Results

Highest quality customer experience

Guaranteed long-term scalability and geographic expansion

Maximized cost efficiencies

Minimized infrastructure security risks

The Current Environment

Contact Solutions delivers on-demand, cloud-based contact automation services for businesses and government agencies. Through its Continuous Improvement Practice and world-class hosting facilities, the company has changed the face of contact automation by continuously identifying, implementing, and monitoring new contact automation opportunities and consistently raising the bar on customer savings by reducing live-agent costs and improving the end-user experience.

Like many companies, Contact Solutions was drawn to Equinix for data center hosting based on Equinix’s carrier-neutral and carrier-dense connectivity, top-tier facilities, large geographic footprint, and reputation for excellence. In 2003, the company deployed its first geographically distributed network node—complete with IP and time-division multiplexing (TDM) connectivity and application servers—in the Equinix IBX® data center in Ashburn, Va. To distribute content even closer to its customers and provide for failover and disaster recovery, the company eventually deployed additional network nodes in Atlanta, Dallas and Silicon Valley. This infrastructure helped drive Contact Solutions’ extraordinary success and growth, and the company is currently processing more than 5 million calls on peak days and growing revenue 60 percent faster than the average for the hosted IVR market. In 2011, however, the company recognized the need to re-architect its deployments.

The Solution

Contact Solutions decided to establish a tiered architecture, creating separate application performance nodes (APNs) and network performance hubs (NPH) at each facility. The primary purpose of this segregation was to ensure long-term scalability and an optimal customer experience by identifying specific customer growth thresholds that would trigger new build-outs of customer application servers ahead of demand.

Why Equinix

Contact Solutions’ success depends on high performance service delivery, and the company knows it can depend on Equinix to provide maximum performance, minimum



latency, and the highest availability. Platform Equinix provides Contact Solutions with a consistent offering with the broadest choice of networks at each location. This has allowed the company to deploy closer to its customers to achieve high-performance service delivery, high availability, increased security and resilience, and business continuity, thus enabling a consistently excellent customer experience.

Cost and Performance Efficiencies

The breadth of Platform Equinix offerings enables Contact Solutions to achieve improved cost and performance efficiencies. Network hubs are deployed in cages with closest proximity to key network providers and are directly connected to provider backbone networks for reduced latency. Application nodes are deployed in cages that have the same connectivity to provider backbone networks but are also designed for optimal power density and cooling. This translates into better cost controls, along with an improved and consistent customer experience in each market.

Supporting Growth

With Platform Equinix, Contact Solutions is assured of being able to grow at will to meet increased customer demand. With IBX data centers located in all the key major metros across the Americas, EMEA and Asia-Pacific, Contact Solutions knows it can use a common deployment strategy to expand into new geographies to support new customers and its expanding employee base.

Increased Security

By creating a tiered architecture, Contact Solutions now has better control over access to its physical infrastructure. Only network administrators have access to the network hubs, while only the appropriate system admins have access to the application nodes. This strategy, combined with Equinix's industry-leading data center physical security measures, dramatically reduces risk, protects customers, and safeguards Contact Solutions' investment and brand for the long term.

Great Architecture, Great IVR Product Design

Leveraging Platform Equinix to create a tiered architecture is an innovative approach that is in keeping with the innovation Contact Solutions has brought to its IVR product design. The result is that Contact Solutions is able to deliver a far superior customer experience that is fueling growth and establishing an excellent reputation for its brand.

About Contact Solutions LLC

Contact Solutions delivers on-demand contact automation services for business and government. Our company's core business is to ensure that our clients' self-service automation rates continue to increase well after the initial deployment.

Our game-changing Continuous Improvement Practice and world-class hosting facilities have changed the face of contact automation forever. Contact Solutions is actually incentivized to continually find new contact center savings for our clients. By continuously identifying, implementing, and monitoring new contact automation opportunities, we consistently raise the bar on customer savings by reducing live-agent costs and stepping up the end-user experience.

You won't find more versatile, customizable and cost effective contact automation solutions anywhere else. For more information, visit www.contactsolutions.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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GLOBAL DATA CENTERS

95+ Data Centers
9.9M+ Square Feet
99.999% Uptime Record

INTERCONNECTION

950+ Networks
120,000+ Cross Connects
100% of Tier 1 Network Routes

BUSINESS ECOSYSTEMS

Equinix Marketplace™
4,400+ Businesses
Revenue Opportunities

