



EQUINIX CUSTOMER CASE STUDY

GLOBAL DIGITAL ADVERTISER

Digital ad tech company leverages Platform Equinix® and managed hybrid cloud services from Unitas Global, reducing infrastructure management costs by 50% and lowering bid latency to <100MS

Business Results

- Decreased bid latency to <100ms.
- Reduced infrastructure management costs by 50% (including transit fees).
- Enabled a scalable global platform to expand business as needed.

Business overview

A global technology company offering a self-service demand-side platform for data-driven digital advertising campaigns wanted to move from a public cloud-only infrastructure to a hybrid cloud solution. It needed more control of its infrastructure and the ability to provide high-performance connectivity to its digital supply chain. Additionally, it required a scalable, consistent global IT infrastructure that could grow with the company, while improving performance to leverage its bid factor system and reduce costs.

The company's advertising platform allows clients to manage integrated advertising campaigns across various advertising channels and formats, including connected TV (CTV), mobile, video, audio, display, social and native on a multitude of devices, including smart TVs, computers and various mobile devices.

Business challenge

As a demand-side provider (DSP), the customer offers a self-service advertising platform that enables its users to purchase and manage digital marketing campaigns. This platform allows media buyers to purchase digital ad inventory via bids in ad exchanges, using real-time auctions.

The DSP customer was outgrowing its current cloud-based IaaS provider and third-party private cloud provider in trying to meet performance and cost objectives. The company needed an IT infrastructure solution that would allow it to expand operations geographically based on demand and expected growth.

Additionally, digital transformation in the industry is driving the distribution of services and controls closer to customers, employees, partners and ecosystems. This requires a digital edge strategy and placing strategic control points next to users, clouds and networks. The company's new IT infrastructure would need to support building its digital edge while providing a high and consistent level of network performance to reduce latency, as required for real-time bids in the ad exchanges. The solution would need to be more cost-effective than the current IaaS provider to improve its cost structure and become more competitive in the market. The DSP customer also wanted a fully managed cloud solution with the ability to expand into a hybrid cloud solution. And finally, it needed a partner that could help the business grow, manage its IT infrastructure and enable it to focus on its core business.



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Solution

The customer wanted a partner that could grow with the business needs and remove the burden of managing its advertising IT infrastructure.

Additionally, the company was looking for a cloud solution provider to intelligently capture the requirements of the business solution and design and implement a long-term roadmap to enable growth and scale. Unitas Global not only provided the necessary expertise around hybrid infrastructure implementation and ongoing management, but also specific capabilities around networking and storage. By designing and deploying a fully-integrated hybrid cloud solution with end-to-end orchestration and SLAs—encompassing compute, storage and networking as a single managed service—the customer was able to focus on delivering innovative services to its customers and optimizing its core business applications.

In conjunction with the managed hybrid cloud solution, the customer wanted a platform that was geographically scalable, with high performance and cost-efficient network connectivity. It looked to build its digital edge alongside the largest industry ecosystems on Platform Equinix®, the Equinix global platform, to reach everywhere, interconnect everyone and integrate everything. Using the Equinix Internet Exchange, which enables internet traffic exchange across 25+ markets—as well as Equinix Cloud Exchange Fabric™ (ECX Fabric™)—a solution providing flexible, on-demand global interconnection, the customer can directly access its digital supply chain globally. By leveraging the Equinix Ad-IX ecosystem in the Equinix Ashburn International Business Exchange™ (IBX®) data center, the company can connect directly to leading digital ad partners, shaving milliseconds off its bid speeds and allowing it to place more bids, ultimately maximizing wins.

Expected business benefits and results

Using the combined Equinix and Unitas Global solution, the customer now has a global platform that can scale for future growth and provide consistent levels of service. The solution gives the company greater control of its performance and has lowered costs compared to its previous solution. By leveraging a managed solution, the customer can focus on its applications and core competencies. It can concentrate on hiring software developers that will give it a competitive advantage, as opposed to hiring staff to maintain its IT infrastructure. Results of the solution include:

- Bid latency reduction to <100 ms, leading to more bid wins.
- 50% reduction in infrastructure management costs compared to previous IaaS provider.
- Scalable, globally consistent IT infrastructure platform with 24x7 support.
- Direct access to customer's digital supply chain via Equinix Internet Exchange and ECX Fabric.
- Fully managed cloud solution allows customer to focus on growing its business, vs. IT infrastructure management.

About Unitas Global

Unitas Global provides managed, connected hybrid cloud solutions to leading enterprises, enabling increased business agility. By partnering with each client to craft a comprehensive cloud strategy, Unitas designs an integrated solution that is easy to use, secure and cost optimized. As a single-source provider, it builds, operates and manages each cloud environment to include network access, private infrastructure and major public cloud providers. Through a technology-neutral approach, its hybrid cloud solutions are scalable, flexible and deployed anywhere globally, enabling clients to gain a competitive advantage in the market. For more information, please visit unitasglobal.com.

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 52 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