Rackspace / AMS-IX and Digital Realty

CASE STUDY

RACKSPACE LEVERAGES AMS-IX CHICAGO TO ENHANCE INTERCONNECTIVITY AND LOWER COSTS AT DIGITAL REALTY'S ELK GROVE VILLAGE DATA CENTER

DIGITAL REALTY

Key Results

Rackspace has now established interconnections with multiple parties in other data centers. This interconnectivity has helped Rackspace develop enhanced network redundancy, enabling the maintenance of a 100 percent network uptime Service Level Agreement (SLA). By having the AMS-IX node located less than 100 meters from DFT CH2, Rackspace is not subject to any third-party, last mile fees, keeping peering costs as low as possible.

About Rackspace

Rackspace, the #1 managed cloud company, helps businesses tap the power of hosting and cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools and Fanatical Support® for leading technologies including AWS, VMware, Microsoft, OpenStack and others. The company serves customers in 120 countries, including more than half of the FORTUNE 100. Rackspace was named a leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, and has been honored by Fortune, Forbes and others as one of the best companies to work for.

Background

Internet Exchange Points (IXPs) have an integral role in online infrastructure, providing enhanced efficiency, improved network performance, increased redundancy and reduced network costs. At an IXP, the networks of Internet Service Providers (ISPs), telecommunications carriers, Over-the-Top (OTT) content providers and other types of internet companies meet to exchange IP traffic with one another. Every member or customer present at an IXP has the ability to peer, (i.e., exchange IP traffic) with all connected parties, allowing them to bypass multiple network hops and gain direct access to a host of networks to achieve lower latency across the network.

The Challenge

In an attempt to connect its East and West Coast networks, Rackspace established its Midwest hub in downtown Chicago in March 2010. The third most fiber-connected city in the United States according to the research firm TeleGeography, Chicago is an ideal choice for the development of a nationwide network solution, yet it does come with some challenges.

Due to its highly connected infrastructure, Chicago is in high demand throughout the tech industry, causing data center space to become both expensive and highly limited. This poses significant challenges for the management of Rackspace's hosting and cloud architecture, which requires the ability to scale as needed in an affordable environment. In light of these issues, Rackspace chose to pursue colocation space

After they had established two additional Points of Presence in downtown Chicago, we were pleased to work with AMS-IX as they selected the DFT CH2 data center to expand into the suburban market. Their presence within our facility has allowed us to offer our customers peering options that were previously unavailable, making our facility increasingly attractive within the colocation market.

Vinay Nagpal
VP of Product Management, Digital Realty

AT A GLANCE

Company Rackspace

Industry Managed Cloud Provider

Headquarters Texas

Customer Since 2008

> Digital Realty is an exceptional partner for AMS-IX as it facilitates easy and cost-effective interconnection for customers seeking peering solutions. We are delighted to have the opportunity to help customers such as Rackspace enhance their service offerings through direct traffic exchange via the AMS-IX Chicago platform."
>
> Joe Witteman, CEO, AMS-IX

outside of the city in order to continue providing optimal services for its customers. However, to be successful outside of downtown Chicago, it was critical to identify a data center location that could maintain stable, fast and cost-effective connectivity to end-users and business customers in a seamless manner.

AMS-IX Chicago's presence at Digital Realty's Elk Grove Village data center continues to attract additional parties to the facility that seek affordable, effective and direct interconnectivity to a host of networks.

The Solution

To solve its need for colocation space that is cost-effective, scalable and complete with a range of connectivity options, Rackspace made the decision to collocate within Digital Realty's Open-IX (OIX)-certified data center in Elk Grove Village, Illinois, a suburb located about 25 miles west of downtown Chicago.

Internet Exchange AMS-IX Chicago is currently hosted in three data centers in the greater Chicago metro area, including Digital Realty's Elk Grove campus, home to two facing data center facilities. As the only IXP present within this data center, AMS-IX Chicago is Open-IX certified and provides customers the opportunity to peer with parties located in separate facilities without the need for expansion into additional locations. Offering connectivity options ranging from 100 megabits per second to 100 gigabits per second-plus, the AMS-IX peering service enables customers to interconnect with a variety of networks for the direct exchange of internet traffic. In addition, Elk Grove customers can connect to the IXP seamlessly using Digital Realty's Inter-Data Center Dark Fiber service.

The Results

Leveraging AMS-IX Chicago's peering services, Rackspace has now established interconnections with multiple parties in other data centers. This interconnectivity has helped Rackspace develop enhanced network redundancy, enabling the maintenance of a 100 percent network uptime Service Level Agreement (SLA). In addition, because the AMS-IX node is located less than 100 meters from DFT CH2, Rackspace is not subject to any third-party, last mile fees, keeping peering costs as low as possible.

ABOUT

Digital Realty supports the data center and colocation strategies of 2300+ firms across its secure, network-rich portfolio of data centers located throughout North America, Europe, Asia and Australia. Digital Realty is uniquely positioned to deliver interconnectivity with a complete range of solutions on a global scale. Our customers trust the Digital Realty team to combine unparalleled collaboration, network-dense interconnection and real estate acumen to realize the unique power of community - from one rack to hyperscale - across the globe.

FOR LEASING INFORMATION

For a tour of our facility, complementary IT infrastructure consultation or sales information, call or email us at:

SALES

P (877) 378 3282
E sales@digitalrealty.com

For more information,
visit **www.digitalrealty.com**

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