



# IBM Cloud

CASE STUDY

LOWERING LATENCY  
TO UNDER 1.5 MILLISECONDS  
WITH DIRECT LINK COLO



DIGITAL REALTY

# Burgeoning on-demand hosting services provider paves the best pathway to cloud with physical presence in Digital Realty data centers

## AT A GLANCE

### The Company

IBM Cloud operates a scalable, modular global cloud infrastructure platform that delivers exceptional data center performance and control to leading-edge customers around the world. Platform features include:

- Hybrid, public and private cloud deployments
- Bare metal and virtualized servers
- Automated platform management
- Network storage, CDN and backup services

### Objectives

- Expand the global footprint of the IBM Hybrid Cloud offering
- Offer a wider range of hybrid cloud scenarios
- Decrease latency and speed up throughput by collocating servers and application hosting
- Lower power costs and eliminate need for expensive PoP deployments
- Deploy and scale faster
- Guarantee private cloud security and platform uptime

### Results

By choosing to partner with Digital Realty, IBM Cloud is able to offer its customers:

- Direct Connect, no public internet or private networks required
- No 3rd-party electronics
- Higher network performance, consistency, and predictability
- Streamlined and accelerated workload and data migration
- Improved data and operational security
- 1 GigE or 10 GigE speed
- Diverse and redundant deployment
- State-of-the-art, pay-as-you-go connectivity through Service Exchange

# IBM Cloud

## The Challenge

When on-demand cloud data center and hosting services provider IBM Cloud needed to expand its global data center footprint to meet burgeoning demand for its Infrastructure-as-a-Service offering, it needed the right data center partner to achieve the best available combination of power, space, and price.

IBM Cloud was shopping for a partner that could free them to do what they do best—run servers and manage services for their customers, while delivering low latency, high throughput and fast deployment of new installations. Delivery systems that put extra steps between server deployments, cloud and customers were too slow and indirect to deliver the low latency and high throughput IBM Cloud promises its customers. The right solution would put IBM Cloud's Infrastructure-as-a-Service business just milliseconds away from customers' secure private data storage.

Also on the must-have list were experience in provisioning and maintaining world-class data centers, enough distributed real estate to allow for nearly unlimited growth with a single vendor, and an impeccable record for uptime, resiliency and disaster recovery.

## The Solution

### Proximity, collaboration and great design

Choosing to collocate at Digital Realty's hub locations in APAC and the U.S. puts IBM Cloud Data Centers right next door to Digital Realty's world-class data center deployments, with direct dark fiber connection between them.

This solution allows IBM Cloud to secure private cloud deployments while delivering industry-leading connectivity and throughput speeds. Modular cabinets make provisioning and expansion of colo facilities fast and promise repeatable success.

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When we went looking for our next data center partner, our criteria were price, power, and the proximity to fiber for connectivity, since that's the business we're in. We also wanted a company with deep experience, sound methodology and lots of space. We had a lot of choices, but in the end, we thought, hey, Digital Realty has done this before, many times.

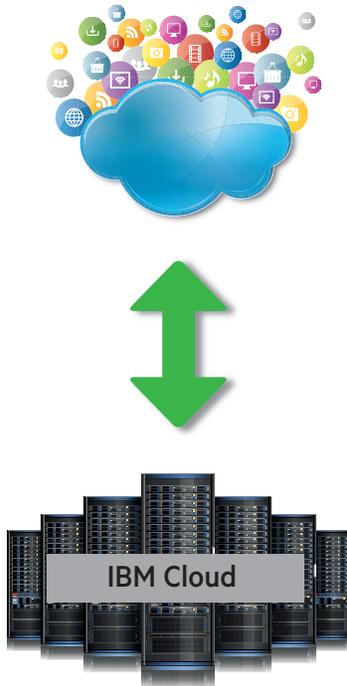
-Jack Beech, Vice President  
Business Development, IBM Cloud

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### Leverage over power cost

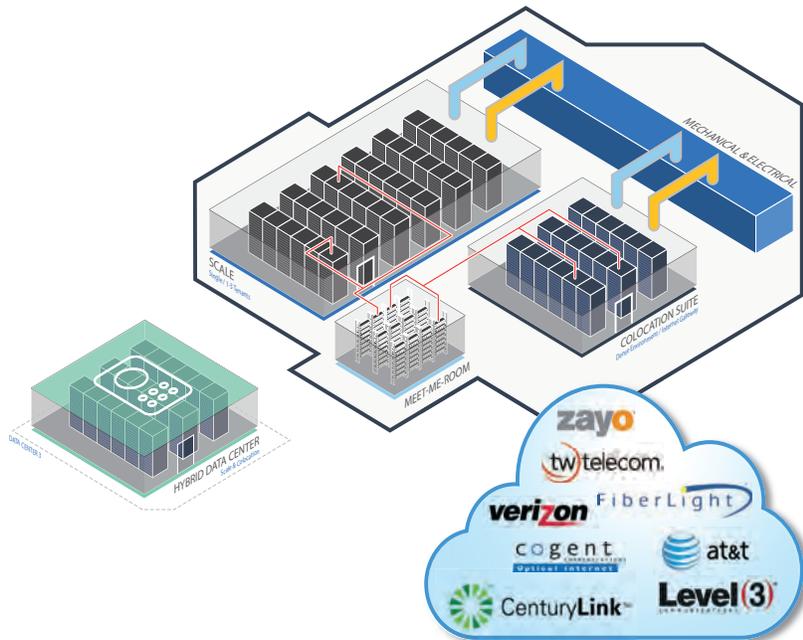
The size of Digital Realty's global footprint, with more than 25 million sq. ft. of data center space worldwide and more than 2,000 customers, gives it the clout to secure a very favorable cost of power for its customers. This cost structure constitutes a measurable competitive advantage, which IBM Cloud is able to pass on to its customers.

## IBM Cloud Platform



## IBM Cloud Platform

By eliminating the middle man, IBM Cloud Direct Link Colocation Solution **cuts latency to less than 1.5 milliseconds**, while preserving the integrity and security of the customer deployment



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We value IBM Cloud as a partner in cloud services innovation as well as a valued global data center customer. There's a natural fit between our portfolios and our corporate commitment to empowering cloud technology as a global business driver.

- William Bradley, SVP of Partners & Alliances,  
Digital Realty

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### The importance of trust, the room to grow

For IBM Cloud, the choice of the right global data center partner was a business-critical decision. Digital Realty finished first because of its state-of-the-art data center management methodology, the depth and breadth of their global portfolio, and its durable commitment to the data center as its core business.

### Innovations in connectivity

Through its new Service Exchange platform, Digital Realty offers IBM Cloud and its customers a way to virtualize cross connects as quickly and easily as the IBM Cloud platform creates virtual infrastructure. Delivered through MegaPort, Service Exchange enables businesses of all sizes to future-proof their private and hybrid cloud deployments with fast, secure, pay-as-you-go access to partners, customers and service providers throughout North America.



## About Digital Realty

Digital Realty Trust, Inc. supports the data center and colocation strategies of more than 2,000 firms across its secure, network-rich portfolio of data centers located throughout North America, Europe, Asia and Australia.

Digital Realty's clients include domestic and international companies of all sizes, ranging from financial services, cloud and information technology services, to manufacturing, energy, gaming, life sciences and consumer products.

[www.digitalrealty.com](http://www.digitalrealty.com)

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We turned to Digital Realty to assist us in our international expansion efforts because their facilities gave us a way to rapidly deploy and get our data center operations live quickly. They understood the importance of having this data center operate to the highest standards, ensuring our customers get the same experience from every IBM Cloud data center globally.

-Francisco Romero Chief Operating Officer, IBM Cloud

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### SALES

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