

CASE STUDY

Hive

Hive accelerates Artificial Intelligence strategy with a full-stack approach to machine learning.

*“Having **Service Exchange** not only lowers the cost of our bandwidth by **80%**, it also makes setting up the virtual environment much easier.”*

- DMITRIY KARPMAN, CTO AND FOUNDER, HIVE

Hive Overview

- Helps large clients develop proprietary models and offers smaller companies pre-trained models for visual data identification.
- Hive’s AI doesn’t sample visual data, it ingests, tags and analyzes it in response to customer requests—all of it, all the time, around the world.

Situation Overview

Hive was looking to move from a cloud-only infrastructure to a hybrid environment that allowed for greater flexibility and more cost effective solution.

*“All of the **connectivity** that we need”.*

- DMITRIY KARPMAN, CTO AND FOUNDER, HIVE

Objectives

- Facilitate global data collection initiatives with robust storage and bandwidth.
- Reliable colocation environment to meet growing power and expansion requirements.
- Dramatically reduce the cost of cloud compute services.

Key Results

Source: HIVE

- **80%** reduction in cloud network cost with on-demand, secure multi-cloud connections.
- Simplified management of cloud service providers with Service Exchange allows on-the-fly access to cloud providers of choice.
- 24/7/365 global data collection and analysis.



Positioned To Scale

Hive has evolved at lightning speed, from a chat app provider to a serious player in the Enterprise Machine Learning sector with more than 500,000 distributed employees worldwide engaged in visual data capture and labeling, which meant finding a data center solution that can grow with them, no matter how fast, how big or how globally they expand.

Bandwidth On Demand

In addition to creating labeled data sets for companies that want to build their own machine learning systems, Hive offers small tech companies an API service, providing a media-scape with pre-trained models that can detect logos, celebrities, NSFW content, and more. Hive delivers the results in an API call. Hive used to run almost all these programs on the cloud utilizing the public internet - and that was expensive. They then moved to a hybrid cloud model - where they build the base and rent the spikes from cloud service providers. This initiative coupled with moving from the public internet to Service Exchange helped them realize cost savings.

With it, Hive can burst to the cloud, ingest data from global POPs— and save an estimated 80% on bandwidth spend.

*“With our Hive products,
we move half a billion
metadata tags a day.
We can’t afford outages.
**That’s why we trust our
business to Digital Realty**
and their 11 years of five
nines uptime.”*

- DMITRIY KARPMAN, CTO AND FOUNDER, HIVE

About

Digital Realty supports the data center, colocation and interconnection strategies of more than 2,300 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 cloud and information technology services, communications and social networking to financial services, manufacturing, energy, healthcare and consumer products.

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