



rentVM

CASE STUDY

A LEADING IAAS PROVIDER
OFFERING ON-DEMAND, SCALABLE
INFRASTRUCTURE IN A VIRTUAL,
100% PRIVATE CLOUD NETWORK



DIGITAL REALTY

“The resiliency of the Digital Realty solution was astonishing given that many businesses in the NY metro area themselves were literally underwater.”

rentVm delivers Infrastructure-as-a-Service technology to Software Developers, Healthcare, Education, small and medium size businesses and enterprises to enable Public and Private (enterprise) Cloud environments. The company’s extensive experience in system integration and solutions centric services help our customers to quickly migrate and adopt to cloud based services.

The Company:

rentVm builds custom private clouds for carriers. Its customers not only need to be able to dynamically provision users, but also to assure them maximum uptime, especially when connecting circuits from their office to a central termination point in any geographic location. Digital Realty’s fully-meshed delivery of carrier connectivity solutions paired with a high-value, low-latency and resilient colocation model enabled more than 54 million global viewers of a rentVm multichannel



customer to keep its online and mobile streaming news portals up and running, without interruption, in spite of Hurricane Sandy's massive impact on New York City data centers.

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The Challenge:

"The Cloud" is not only the dominant buzzword in today's IT industry; for many it's also an unfamiliar evolution in their data center environment. That's where rentVm comes in.

"Many cloud computing providers offer a 'fixed model' to customers, defined as a particular framework with very specific parameters, including type of firewall, load balancing, compute and operating systems," said Ali Fayazi, rentVm Vice President. "We're different because we're flexible. We're not tied into one particular technology, or server or operating system. Instead, we align our technology with your business to provide successful outcomes."

It's that flexibility that is often critical to making that logical and physical leap from internal servers to virtual cloud computing.

"We work with clients on building out a custom cloud model that works best for their business, so that the learning curve for customers is much less than it would be in a more rigorous, infrastructure-specific environment," explained Fayazi. "For IT administrators and in consideration of the user experience, that flexibility rapidly translates into transparency, where the technology doesn't interrupt the flow of information. As a result our solutions are never one size fits all."

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Partnering with Digital Realty provides us with reachability to our customers on a global scale. Through our expanded partnership, we can seamlessly connect San Francisco to our current location in New York City and to clients across the globe through a secured circuit. The expansiveness of Digital Realty's Meet-me-room's allows us to reduced latency and use our infrastructure to connect to our clients in almost any building in the world in real-time.

Ali Fayazi, Vice President
rentVm

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The Solution:

It is this belief of providing custom cloud model to customers that ultimately led Fayazi to partner with Digital Realty: two companies working within flexible infrastructures to deliver responsive client-centric, carrier-based solutions.

“In terms of its locations and footprint we were aware of Digital Realty prior to partnering with them. In fact our business delivery model aligned very well with their data center model, both in terms of their extensive carrier relationships and their unconditional commitment to their customers,” said Fayazi.

It's those national and international carrier relationships that Fayazi cites as a key factor in delivering quality outcomes for rentVm customers.

“We work with a number of carriers and we're constantly trying to leverage those relationships, finding complementary features that support our customers' proximity, work flow and business model,” said Fayazi. “Whether we're supporting 100 users or over a thousand, a fully-meshed delivery system of carrier connectivity paired with the support systems required to dynamically support users as offered by Digital Realty is always a win-win situation for us.”

As an example of how well this partnership has worked, Fayazi offers the following anecdote:

A major international provider of online and mobile streaming news media with 20 million subscribers worldwide needed to find a way to scale their services quickly and cost-effectively. Initially rentVm considered partnering with a major cloud services provider. They decided against that option because of the inability to deliver a tailored solution that rentVm could. Moreover, costs for enhanced solutions were very high and quality and latency suffered and there were also issues around power and facilities which resulted in large amounts of downtime.

In time this provider began to evaluate other solutions and was soon referred to us. rentVm had its data center facilities in Digital Realty facilities in New York, New Jersey and California, including a high level of data accessibility complete with 'MeetMe' cages which house over 400 worldwide carriers.

“The customer came to us and asked us if we could deliver to them a solution that ensured the reliable delivery of data to customers in locations and to users on continents thousands of miles away. By partnering with Digital Realty we were able to cross-connect to this customer's carrier (already a carrier located inside the Digital Realty data center) and establish connectivity in hours, rather than days, or, when compared with how competitive carriers might have handled this challenge, maybe even months.”

That ability to rapidly connect and stay connected came to the forefront when a pair of events — namely election returns in this provider’s country watched by more than 54 million viewers and Hurricane Sandy’s devastating flood damage to New York City — converged. For Fayazi, the dividends were huge.

“Remarkably during the height of the storm our client continued to broadcast and stream information to citizens throughout this country, without a single interruption due to the storm,” said Fayazi. “The resiliency of the Digital Realty solution was astonishing given that many businesses in the NY metro area themselves were literally underwater.”

According to Fayazi, since the switch to rentVm and to Digital Realty, there continues to be no downtime and this customer has enjoyed low latency and high quality, responsive service, all without the expense of adding more products or more maintenance or enduring unexpected downtime.

“That level of service and performance exemplifies what our partnership with Digital Realty has meant to us as well as our customers,” said Fayazi.

Summary:

Given the reality of working in the data center and cloud delivery spaces Fayazi long ago concluded that, as is true in an related industry – real estate – success in this space on behalf of customers all comes down to the same three qualities: location, location and location.

“Digital Realty is known for having the most accessible, cutting edge, state of the art data centers in the world supporting over 400 carriers in their MeetMe area. For rentVm these elements enable disparate carriers to physically connect their circuits from an office to a central point in their geographic location, and then terminate in a Digital Realty data center, which rentVm is based in. In a nutshell,” said Fayazi, “it is connecting a virtual direct circuit from a physical location integrated into a central point.”

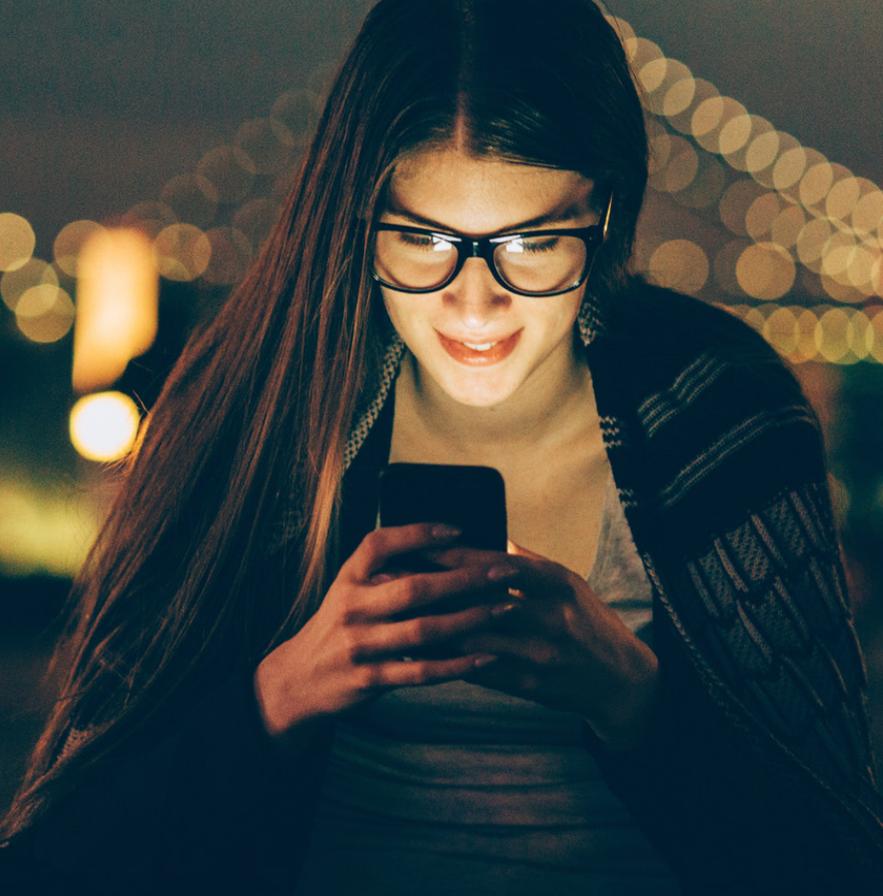
In summary, the parallel paths of flexibility and robust solutions that support it, suggest to Fayazi that rentVm’s partnership with Digital Realty was the right choice. “As far as North America is concerned, our expansion as a company has the same emphasis and path as Digital Realty. We are very comfortable working with them and as a data center provider they have proven to be excellent partners,” said Fayazi. “We have pioneered a customized model for helping customers make the right choices at the right time and we feel much the same way about our continuing partnership with Digital Realty on their behalf.”

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About Digital Realty

Digital Realty Trust, Inc. supports the data center and colocation strategies of more than 1,000 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

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