



## Connectivity: Diversification drives resilience

For a global cloud security provider, a diversified connectivity strategy ensures no single points of failure

One of the world's largest cloud security providers delivers software that identifies adverse activities across thousands of cloud services and millions of websites. To keep pace with its explosive growth and continue to provide the speed and availability its cloud security platform demands, the company required rapid deployment of high-availability, low-latency connections in an expanding geographic market.

**Diversified connectivity solution** bolsters resilience through international Carriers, Software Defined Networks, and IXs

**High-availability**, low-latency connections support real-time security analysis

**Rapid deployment** of nodes in key markets and close to large enterprises keeps pace with business growth

**Competitive pricing** helps business operate leanly

### Devising a connectivity strategy to support meteoric growth

The global cloud security provider's software solution helps businesses analyze online activity in real time to mitigate threats and ensure security and compliance. Since its founding, the company has experienced rapid growth raising hundreds of millions in investment funding and achieving Unicorn IPO status within its first few years.

To deliver its crucial services, the cloud security leader strategically places points of presence (PoPs) in data centers located in high-traffic areas to foster always-available, rapid connections. To accommodate its continued growth, the company needed to expand its presence and sought data centers that could quickly deliver the space, power and rich interconnections it needed.

Like many organizations, the cloud security leader had a history of utilizing carrier hotels in major metro areas. While the natural solution seemed to be adding more routers in these existing locations, this solution posed a significant risk to the resilience of the organization's availability as it created single points of failure within each geographic region.

*"Carrier hotels were the 'easy button' of deployments. Businesses used them because of the number of carriers and businesses they could connect to within the facility,"* said Sean Baillie, Executive Vice President, Connectivity Strategy at QTS. *"This is an antiquated and risky solution by today's standards."*

With the majority of internet traffic exchanged within 10 carrier hotels across the country—several of which the cloud security provider were already using—the company was susceptible to downtime or, at a minimum, greater latency, if any of those locations experienced an outage. This scenario posed a threat to the speed and reliability of its platform.





## Rapid deployment of a diversified connectivity ecosystem

QTS, a leading provider of hybrid colocation and mega-scale data center solutions, advocated for an alternative solution to the carrier hotel model. With 25 data centers in 17 markets across the U.S. and Europe, QTS offers the geographic diversity and robust connectivity the cloud security provider required to support its expansion and deliver real-time cybersecurity services to its customers.

To diversify the cloud security provider's interconnectivity and eliminate single points of failure, QTS proposed deploying PoPs in several of its data centers—many of which are located near the carrier hotels the company was already utilizing. By providing an alternate data center location in the same metro region, QTS' solution bolsters the cloud security provider's resilience. This forward-thinking approach to internet connectivity also offers a more flexible, cost-effective solution to the organization's need to expand its presence.

The cloud security provider recognized the value of this diversification strategy and chose to partner with QTS to support its growth. QTS was able to meet all of its deployment requirements, offering locations in critical, high-traffic markets and access to a robust ecosystem of networks carriers, SDNs, cloud providers, internet exchanges (IX) and more. QTS also offers direct connections to other businesses within its data centers that the provider needs to connect with, providing lower latency and improved costs.

QTS worked within tight timeframes to quickly set up cabinets and provision the provider's needs. The speed of these deployments was supported by QTS' Switchboard product. This self-service platform streamlined and further accelerated the deployment process, allowing the cloud security provider to quickly and easily order cross connects and manage its interconnections, 24/7. This allowed the provider to deploy 30 sites in the last year.

*"There was a lot of logistical planning and coordination to get these PoPs online," said Matt McGill, Inside Sales Director at QTS. "Switchboard's mobile app allowed the cloud security provider to implement its connections pretty seamlessly."*

QTS also provides the robust physical security the provider requires. With a customer list that includes large banks, healthcare providers and Federal clients, the global cloud security provider requires its third-party providers to adhere to strict security and compliance standards. With secured perimeters, biometric authorization, and monitored video surveillance, QTS meets these needs. The data center provider also offers self-service access to its compliance documents through its Service Delivery Platform (SDP) to assist with audit preparations. This level of technology is not something the provider is used to experiencing with a data center provider.

*According to the lead data center manager, "QTS' SDP and Switchboard products allow us to manage our data center environments with an unprecedented ease. We can quickly order cross connects and download compliance documents from the mobile app without any human intervention."*

**"QTS goes the extra mile to help us achieve our connectivity strategy and ensure our technology solution continues to offer real-time cybersecurity for our customers."**

**Data center manager for a global cloud security provider**

To complement its digital focus, QTS continues to provide outstanding customer support and service. The same QTS support team has been serving the cloud security provider since its initial implementation. This cohesive relationship promotes a deep understanding of the cloud security provider's goals, expectations and business environment, and helps QTS quickly deploy new nodes and offer recommendations that can improve the company's interconnection strategy.

QTS can also support its international business. The MAREA - BRUSA cable systems terminate in the QTS Richmond NAP and provide the lowest latency access to Europe and Brazil. Additional QTS NAPS in Hillsboro, Piscataway and Eemshaven offer local submarine access to other global destinations.



## Diverse connectivity strengthens availability and manages risk

Over the nearly two-year relationship, QTS has delivered the necessary space, power and connectivity requirements more quickly than its competitors could have achieved. As the provider continues to grow, QTS ensures its connectivity strategy can evolve to meet its rapidly rising demand. For example, when the provider requested access to two new internet exchanges (IXs) and additional network carriers, QTS' network team established the relationships necessary to bring those providers into its facilities.

*"QTS goes the extra mile to help us achieve our connectivity strategy and ensure our technology solution continues to offer real-time cybersecurity for our customers," the data center manager added. "The level of professionalism and dedication to helping us achieve robust connections at the speed our business needs them has been bar none."*

Today, the global cloud security provider is diversified in eight QTS locations, including its main analytics site in QTS Santa Clara, and utilizes two specific carriers across all of its QTS deployments to further promote low-latency connections. This rapid deployment will be a critical differentiator in the software provider's future growth and expansion.

For the provider, the success of its product comes down to availability and latency. This decentralized connectivity strategy ensures the provider's solution remains online and servicing customers as it allows the company to divert its traffic from one data center to the another during an outage to avoid downtime and maintain delivery speed. This diversity also provides a plan to mitigate the risks of a planned attack, natural disaster or human error that impacts internet service in any location.

### About QTS

QTS Realty Trust, Inc. (NYSE: QTS) is a leading provider of data center solutions across a diverse footprint spanning more than 7 million square feet of owned mega scale data center space within North America and Europe. Through its software-defined technology platform, QTS is able to deliver secure, compliant infrastructure solutions, robust connectivity and premium customer service to leading hyperscale technology companies, enterprises, and government entities. Visit QTS at [www.qtsdatacenters.com](http://www.qtsdatacenters.com), call toll-free 877.QTS.DATA or follow on Twitter @DataCenters\_QTS.

QTS' diversification strategy promotes resilience by allowing the cloud security provider to divert traffic from one local data center to the another during an outage to avoid downtime and maintain deliver speed.

Utilizing multiple data centers within a metro region has also driven improved economics for the provider, putting them in a position to negotiate the costs of cross connects, racking fees and other terms.

*"Our competitive pricing allows the global cloud security provider to operate more leanly and thoughtfully than possible with carrier hotels," Sean Baillie said "We set flat pricing for them based on location and made it simple for them with reliable economics in a more modern facility."*

*"QTS has provided low latency, high-capacity connections across a variety of networks," the providers data center manager said. "We've achieved a level of resilience that wasn't possible previously. We trust QTS to grow with us and continue to support our needs."*

Learn more about [QTS' data center locations](#) and [connectivity solutions](#).