

Across The Pond

CASE STUDY

AN INTERNATIONAL
INSURANCE COMPANY



DIGITAL REALTY

Finding the right provider for your business can prove tricky when primary decision makers are “across the pond”.



WITHOUT USING THEIR OWN CAPITAL THE SOLUTION ALLOWED THE CLIENT TO MOVE OVER OPERATIONS FROM BOTH EXISTING DATACENTERS IN LESS THAN 26 WEEKS.

You're an international insurance company and two of your European data centers are on their last legs. You want to consolidate these sites into one location but, just to make things a little tricky, the primary decision makers for the project are located in the United States. How do you go about finding the right provider for your business?

Having local expertise on each side of the water helped to address the customer's concerns and requirements at each level of its decision making structure.

THE CLIENT

Headquartered in the United States, the customer has locations throughout the world to provide all levels of insurance offerings. Each of the two data centers had been sufficient for the applications they had historically been used for but the customer's need to elevate their computing power to support new capabilities was soon to render them obsolete.

To begin the process of replacing these facilities the customer first distributed an RFP to a variety of providers and soon narrowed down the list of potential suitors to Digital Realty and one of Europe's other leading data center providers. The solution desired by the customer involved two separate data centers housed within a single facility.

THE CHALLENGE

From its inception the project had an extremely high level of visibility within the customer's organization including its global head of IT procurement, the VP of International IT and their global CIO. Each of these individuals were based in the United States while the individuals who would be evaluating (and ultimately operating) the facility were located in Europe. In order to address this geographically dispersed group of decision makers Digital Realty leveraged our global presence to address the customer's concerns and requirements at each level of its decision making structure.

Digital Realty's senior executives were brought in to meet with the customer's US-based decision makers to answer their questions regarding our long term strategies for both our domestic and international operations and to assure them that our strategy of being a long term holder of our properties aligned with their vision for their European data center. Our European team then worked closely with the customer's UK-based personnel to demonstrate the capabilities of our proposed solutions. This seamless approach enabled the customer to see that Digital Realty could not only deliver the solution that they desired but was able to quickly address any issues or questions that might arise either on a local (European) or domestic (US) basis.

THE SOLUTION

To address the customer's requirements Digital Realty provided them with two (2) 480 kW Turn- Key FlexSM data centers in one of our European facilities. This solution allowed them to move over the operations from both existing data centers in less than 26 weeks. Digital Realty's leasing model was also well received by the customer as it enabled them to replace both facilities without the need to invest their own capital. Digital Realty's international presence and financial strength also provided the customer with the assurance that we could support their data center requirements across diverse locations in both the short and long term.



SUMMARY

The unique needs of multi-national firms require a data center provider that can support them whatever their geographic requirements. Digital Realty's global reach not only enables us to address their locational needs but to offer them a seamless interface that can address their concerns or inquiries wherever they may arise. Coupled with our financial strength and stability these capabilities enable Digital Realty to provide these customers with long term business solutions.

ABOUT DIGITAL REALTY

Digital Realty is a trusted data center solution provider for many of the world's leading enterprises. We offer one of the industry's largest data center portfolios; an unmatched, highly experienced leadership team; and the financial strength to ensure long-term stability and customer support. We stand out in the marketplace by offering innovative solutions driven by customers who see data centers not just as a technical investment but as a strategic platform for success. For additional information, visit our website www.digitalrealty.com

SALES

T +1877 378 3282

E SALES@DIGITALREALTY.COM



DIGITAL REALTY

www.digitalrealty.com