Adobe
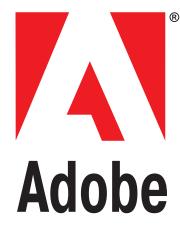
CASE STUDY

DRIVING REGIONAL GROWTH
WITH A TRUSTED DATA
CENTRE PARTNER

Global leader in digital marketing and digital media solutions collaborates with trusted data centre partner

to meet increased regional demand for software-as-a-service solutions

Adobe®

You are a pioneer in subscription software-as-a-service and a global leader that helps customers create ground-breaking digital content. More than 5,000 of the world's top brands rely on your solutions to help them move from data to insights — and then actions. You manage 55 petabytes of data that enable key business decisions across the globe and, as a result, your data centres are mission-critical. You were looking to establish your first data centre in a region that is growing rapidly. You needed a partner you can trust; one that delivers a secure, enterprise-quality data centre solution that will help accelerate your business in Asia-Pacific.

"IT WAS OUR FIRST DATA CENTRE IN THE REGION, SO IT WAS IMPORTANT TO WORK WITH A PARTNER THAT UNDERSTOOD THE INDUSTRY AND, MORE IMPORTANTLY, UNDERSTOOD OUR BUSINESS AND OUR NEEDS."

– Brandon Pulsipher, Vice President Product Technical Operations, Digital Marketing, Adobe

THE CLIENT
GLOBAL LEADER IN DIGITAL MARKETING AND DIGITAL MEDIA SOLUTIONS

Founded in 1982, Adobe is the global leader in digital marketing and digital media solutions. Headquartered in San Jose, California and with offices around the globe, Adobe designs systems that empower companies to make, manage, measure, and monetize their content across every channel and screen. Many of its products (including Photoshop and Illustrator) have become the industry standard. Adobe's digital media solutions not only enable the creation of beautiful and powerful images, videos, and apps, they're also reinventing how companies interact with their customers across a range of digital channels and screens.

Industry leaders such as Sony and the U.S. Bank use these solutions to develop ground-breaking digital content, deploy this across media and devices, measure and optimize it over time, and achieve greater business success. Meanwhile, more than 5,000 of the world's top brands rely on Adobe's digital marketing solutions, including nine of the top 10 online retailers and commercial banks.

THE CHALLENGE
BUILDING A RELIABLE AND TRANSPARENT DATA CENTRE

Adobe is no stranger to building leading-edge data centres. However, when the company began expanding its business into Asia-Pacific, it lacked the necessary relationships with suppliers and contractors to ensure its first data centre in the region was developed to global standards in a timely manner. Reliability and server uptime were critical factors to a business that provides real-time information to its customers. It was also important for Adobe to monitor key specifications of its data centre, such as power use and temperature—anywhere, any time. Adobe needed the knowledge, experience, and resources of an APAC-based global firm to develop a data centre solution that would guarantee its success.

THE SOLUTION
STATE-OF-THE-ART FACILITY IN JURONG, SINGAPORE

Digital Realty's facility in Singapore offered Adobe a proven, multi-generational, modular design that could be customized to the company's specific needs. Prior to installation, computational fluid dynamics were used to test and verify various configurations of the data centre system based on the floor layout. This solution helped Adobe minimize the time from concept to go-live. At this facility, Adobe's infrastructure is housed in a suite capable of delivering up to 720 kilowatts of IT load, while an additional perimeter wall provides an extra layer of privacy and data security. A hot aisle containment arrangement efficiently manages room and equipment temperatures, preventing the mixing of cold and hot air within the suite. This improves Adobe's power efficiency and significantly lowers operational costs.

SUMMARY

DRIVING ADOBE FORWARD IN ASIA-PACIFIC

Adobe needed a partner that could deliver an efficient and reliable solution to support its growing business in Asia-Pacific. With Digital Realty, Adobe now has a data centre customized to its needs, managing massive volumes of data, and ensuring 99.999% uptime. Information is managed and successfully delivered to thousands of end users and brands, and Adobe can fully focus on meeting a growing demand for its digital marketing and digital media solutions across the region.

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