

EQUINIX AND DAMECON CUSTOMER SUCCESS STORY FYSIOLGIC



MEDICAL TECHNOLOGY

SECURING SENSITIVE MEDICAL DATA WITH HYBRID CLOUD

Dutch medical services company secures sensitive patient data and drives international expansion by leveraging an innovative hybrid cloud solution

“Fysiologic’s customers are hospitals and healthcare providers, who need to access data quickly, and from any device. They need patient data to be kept in-country, but they also need it to be shareable. This is why Equinix is perfect for us.”

Odin Nijenhuis, Head of Business Development, Damecon

Business overview

Cardiovascular disease is the leading cause of death among high-income countries. Through population aging and illnesses, such as diabetes, lung disease and obesity, cardiovascular disease is projected to be the leading cause of death worldwide by 2030.

Such a global problem requires cross-border solutions. Fysiologic, a medical technology company based in the Netherlands, is typical of the fresh thinking being brought to bear on the challenge. By improving the quality of ECG analysis, the company hopes to help identify heart problems at early stages. Early diagnosis is the best chance for effective treatment.

Fysiologic collects and analyzes huge amounts of electrocardiogram data, commonly known as medical IoT. Patients can use Fysiologic’s software and hardware to track heart readings, and then share this accurate data with doctors. Fysiologic started in the Netherlands, where there are an estimated one million cardiovascular patients, but now operates in eight countries worldwide.

Business challenge

For Fysiologic, the challenge is being certain where sensitive patient data is kept and how it is transported. Operationally, it wants the flexibility to place data in the most efficient and secure location, but it also needs the scale to grow quickly and globally.

“For many of our clients, keeping the data consistent and portable is an issue when moving between different clouds,” said Nijenhuis. “They want the cost benefits of hyperscale but need clear SLAs, accountability and assurances on where the data is kept, how the data is stored and how easily and flexibly data can be retrieved.”



Customer Profile

History

Fysiologic ECG services started in 1977 with the registration and analysis of electrocardiograms (ECG) on behalf of general practitioners, specialists and hospitals. Since then, more than two million analyses have been carried out. Its expertise center has gained a lot of experience with the registration and analysis of both rest ECGs, holter ECGs and event ECGs.

Customers

Fysiologic is active worldwide and currently provides ECG services in eight countries on three continents.

Headquarters

Amsterdam, Netherlands
fysiologic.com





Solution

To help Fysiologic solve its data challenges, Equinix and Damecon partnered to provide a collaborative solution. Damecon, Dutch technical services, creates flexible data management solutions, blending the best of on-premises, private and public cloud. It targets organizations that would consider hyperscale providers, but do not want to deal with the contract complexity, lack of customer support and vague service levels that it often entails.

According to Damecon, its future is with identifying new glitches in the market for cloud services, and creating a simple service wrap. Damecon's S3 storage (simple, secure, service) was created with this in mind. This created a solution for backing up Microsoft Office 365. Microsoft provides back-up for 30 days of mail, but not for SharePoint or One Drive.

Damecon's secure S3 platform, combined with Equinix International Business Exchange™ (IBX®) and Equinix Cloud Exchange™ Fabric (ECX Fabric), created the ideal solution for Fysiologic. The data was moved to secure IBX data centers—rigorously maintained to meet the highest levels of standards and compliance—to protect Fysiologic's sensitive patient data.

With ECX Fabric, Fysiologic directly, securely and dynamically connected its distributed infrastructure and digital ecosystems globally on Platform Equinix® via software-defined interconnection. Since ECX Fabric is designed for scalability, agility and connectivity over a self-service portal or API, Fysiologic now has the ability to quickly scale its business when it is ready to grow or expand globally, while driving global growth.

"We've created a product to store everything in our secure S3 platform in Equinix data centers," said Nijenhuis.

Business results

Together, Equinix and Damecon enabled Fysiologic to:

- Alleviate data sovereignty concerns to comply with NEN7510 regulations, while adhering to GDPR regulations by keeping its data in-country within Equinix IBX data centers
- Support rapid expansion with an OPEX commercial option, transparent SLAs and pay-per-use pricing
- Re-architect its IT for the digital edge to optimize multicloud connectivity and boost performance
- Scale quickly and expand globally with an interconnection-first approach

"Equinix is a global market leader with data centers in every country we want to operate in," said Nijenhuis. "The company gives us the ability to cross connect or leverage Layer 2 virtual connectivity via ECX Fabric, making connections faster. And, like us, Equinix sees the value in building an ecosystem of cloud service providers."

For Fysiologic, the Damecon solution delivers clear SLAs and pricing, customer support and the growing business to keep and move its data where it needs it.

About Damecon

Damecon delivers a full set of cloud services based on NetApp's data fabric technology. This enables customers to freely move data in and out of the cloud or between clouds while at the same time offering AWS and Azure services at fixed prices without hassle. Damecon subsidiary Cloubrid offers these same services to Channel Partners. The company is headquartered outside Rotterdam, Netherlands.

Learn more at [Damecon.com](https://www.damecon.com)

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 48 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at [Equinix.com](https://www.equinix.com)