

“Equinix is a clear competitive differentiator for us...”

Wedge Martin, CTO and co-founder of Badgeville

EQUINIX CUSTOMER CASE STUDY

BADGEVILLE



Hybrid Cloud Deployment with Equinix Yields 40 Percent Performance Increase and 40 Percent Cost Reduction for Leading SaaS Provider

Executive Overview

Many factors, including rapid growth and a desire for infrastructure control, drove leading SaaS provider, Badgeville, to evolve from operating exclusively within the public cloud to deploying a hybrid cloud model within Equinix International Business Exchange (IBX) data centers. As a result, Badgeville was able to gain control of its own infrastructure and derive significant business benefits, including performance increases of up to 40 percent, faster API response times and a reduction in monthly cloud expenditure of approximately 40 percent.

The Customer

Capturing the attention of a business audience is an increasingly complicated task for today's marketers. To help companies measure and influence customer behavior, Badgeville recently launched its Behavior Platform, a software-as-a-service (SaaS) gamification platform. Gamification is an emerging business concept, which takes proven online game techniques and applies them to a company's website or applications to boost overall user engagement.

Business Challenge

For Badgeville's service to provide value, it must operate in near real-time, making network and application performance of paramount concern. Badgeville's service was initially built and delivered solely on Amazon Web Services' (AWS) public cloud infrastructure, utilizing the Engine Yard Platform as a Service (PaaS). This build-out enabled Badgeville to leverage the elasticity of a public cloud while keeping its start-up costs manageable. Initial response to Badgeville's service was impressive, and the company experienced significant user growth in its first year – requiring expansion of its database deployments to 18 nodes in the public cloud, and dramatically increasing the cost of running the service.

The cost spike of expanding its public cloud footprint, together with a desire to both directly manage its infrastructure and fine tune performance, led Badgeville to redesign its architecture. The company recognized that it had reached an inflection point and determined the time was right to shift to a hybrid cloud deployment.

“The public cloud was a great place to build our service, but as we grew, the shared-resource environment could not guarantee the availability of a particular instance, and we didn't have the control to right-size database and application performance,” explained Wedge Martin, CTO and co-founder of Badgeville. “We knew we needed our own gear, and the only approach that made sense was to go into a data center.”

Business Impact

- 15% faster API response times
- 20% increase in database performance
- 40% increase in I/O performance
- 40% monthly cost reduction
- Maintain flexibility of AWS and Engine Yard for spinning up and scaling down servers with traffic spikes
- Near LAN-speed latency to AWS
- Data center buildout completed in less than one week



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Solution and Value Realized

In April 2012, Badgeville moved its service to the Equinix IBX DC6 facility in Ashburn, Va. By deploying its own infrastructure in the site and connecting directly to AWS, Badgeville achieved millisecond latency between its owned infrastructure inside Equinix and its data and applications hosted in the public cloud. Connecting to cloud services through a private fiber optic connection allowed Badgeville to increase application performance and improve the customer experience, all while offering a level of security required by leading enterprises in Badgeville's customer base. Badgeville saw response time from its application APIs improve 15 percent, thereby boosting end-user performance on its clients' websites.

The ability to reach the right network providers via simple cross-connects also enabled Badgeville to achieve millisecond latency on its Internet connections. Badgeville's initial data center build-out utilized these interconnection services for out-of-band management and as a tertiary failover to the AWS Direct Connect. Badgeville also enjoyed significant cost reduction as a result of its move to an Equinix data center and connecting directly to AWS. The company has cut approximately 40 percent of its monthly costs for cloud services since deploying a hybrid cloud model within Equinix. And, the initial hardware expenditure quickly paid for itself. In the public cloud, Badgeville's database nodes (AWS High-Memory Quad XL nodes) ran at a cost of approximately \$2,000 per month. The price of two new servers located inside the Equinix facility was \$4,000, recouping the hardware investment in just two months.

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Why Equinix

Two key offerings led Badgeville to select Equinix for its data center and interconnection needs: AWS Direct Connect, a service that provides direct connections to the AWS cloud from within an Equinix IBX; and Equinix's unmatched ability to directly connect to the industry's top bandwidth providers, which is very comforting to Martin,

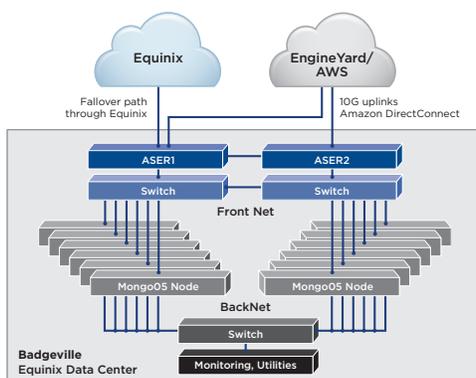
“Having all those Tier 1 provider paths available to me is huge. If our public cloud provider is ever not available, we can continue to serve our customers through [Equinix's direct connection]. It also allows us to expand into areas not served by a direct connection to the cloud.”

The end result of Badgeville's move to Equinix was a dramatic increase in performance, while reducing monthly expenditures.

Future Plans

Building on the success of its initial deployment, Badgeville plans to move more of its infrastructure from the public cloud to its own infrastructure inside Equinix data centers, including expanding into London and Asia.

The Badgeville Hybrid Cloud



About Badgeville

Badgeville, The Behavior Platform, enables the world's most innovative businesses to measure and influence user behavior. The global leader in gamification, Badgeville serves more than 150 customers including Deloitte, Samsung, EMC, CA, NBC, The Active Network, Appirio, Recyclebank, and many more. While Badgeville's client roster is incredibly diverse, spanning virtually every industry, Badgeville's clients share in the common goal to define the next generation of user experience across their customer and employee communities.

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 40 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

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