

EQUINIX CUSTOMER SUCCESS STORY

EQUINIX AND BLUEMINE

BUSINESS INTELLIGENCE & BIG DATA

Business intelligence and big data specialist deploys on Platform Equinix® to implement high-quality software tools for its customers, while interconnecting to cloud-based business intelligence providers via ECX Fabric™

“In connectivity terms, Equinix is one of the world’s backbones. Through Equinix, we can connect to cloud service providers and data centers worldwide.”

Michael Doves, Chief Sales Officer, Bluemine

Business overview

Bluemine, part of the DIKW Group and based in the Netherlands, helps customers realize the growth of their company with the help of business intelligence (BI) and big data.

Business challenge

For Bluemine, the challenge was to hold huge amounts of data, while allowing its data scientists access to the best business intelligence software tools. With concerns over data sovereignty and the arrival of the General Data Protection Regulation (GDPR), it had a requirement to complete its mission in a structured, transparent manner.

While currently focused on the domestic market, Bluemine has a goal of international expansion. It estimates there are around 1,000 companies in the Netherlands between \$6.2 billion (€50m) and \$1.2 trillion (€1 billion) in size that Bluemine could deal with directly.

“We don’t segment by industry vertical, but by problem. That is our sweet spot,” said Michael Doves, Chief Sales Officer, Bluemine. “Every business has data and there is money in data, but not every business has the personnel to make sense of data. We create a synthesis between data and business.”

Solution

With Equinix, Bluemine leveraged industry best practices of an Interconnection Oriented Architecture™ (IOA™) to build a digital edge alongside the largest industry ecosystems on Platform Equinix®. The solution collocated its infrastructure within the Equinix Amsterdam (AM1) International Business Exchange™ (IBX®) data center to achieve data compliance, while enabling secure, remote connections to multiple cloud service providers via Equinix Cloud Exchange Fabric™ (ECX Fabric).



Customer Profile

History

The company provides a full data-focused service, from design and build to remote support and hardware management.

Customers

Bluemine targets midsize businesses looking to exploit business intelligence, but lacking the tools, manpower or resources to manage it in-house.

Headquarters

Netherlands
www.bluemine.nl/



EQUINIX

WHERE OPPORTUNITY CONNECTS

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“The reason we chose Equinix is ECX Fabric—the ability to mix hardware bare metal in combination with virtualization. Equinix is one of the very few providers that can deliver this.”

Michael Doves, Chief Sales Officer, Bluemine

ECX Fabric offers the flexibility, scalability and connectivity Bluemine needs to meet its goal of international expansion. As digital transformation drives the distribution of services and controls closer to customers, employees, partners and ecosystems, the digital edge strategy allows Bluemine to reach everywhere, interconnect everyone and integrate everything.

“The reason we chose Equinix is ECX Fabric—the ability to mix hardware bare metal in combination with virtualization,” said Doves. “Equinix is one of the very few providers that can deliver this.”

Bluemine now operates a cluster of five machines out of the AM1 data center. It can hold customer databases on the hardware and connect to cloud-based business intelligence software providers through ECX Fabric. “It is a tenth of the cost for us to do this than virtualize in Azure,” Doves explained. “We have the option to scale out the hardware when required.”

ECX Fabric allows Bluemine to implement the best software tool solutions to take on huge data sets. “The amount of data a business generates is growing exponentially, and the most useful insight can often come from the unlikeliest of places. Data scientists want the ability—and freedom—to explore complex associations between data sets.”

Business results

Six months after moving to AM1, Doves said the interconnection-first approach is an important solution that is running smoothly without any issues. With ECX Fabric, the company can build a range of products, while physically showing its customers the IBX facility. Additionally, the Equinix solution has:

- Enabled interconnection with global data centers and cloud service providers
- Established a domestic base for Dutch business, while facilitating an opportunity for worldwide expansion
- Strengthened long-term strategy planning with a global presence, technology leadership and an expanding ecosystem of service providers

Doves provided three examples of how Bluemine customers benefit from the relationship with Equinix:

Reduces customer churn: “For example, we’re working with personal data from a Dutch publisher to identify which of its customers are most likely to abandon an annual subscription. The publisher can then create targeted marketing campaigns to get ahead of the problem. It is cheaper to retain an existing customer than find a new one,” explains Doves.

About Equinix Managed Services

The Equinix Managed Services portfolio includes Data Center Services, Hybrid Cloud Services, Security Services and Connectivity Services, and gives organizations a flexible and affordable path to modernizing IT and deploying the latest technologies, safeguarded by the expertise of skilled professionals.

Learn more at www.equinix.nl/managed-services

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Blends customer data with external data sources to create a profile of “gold”

customers: “The general rule is that 80% of revenues come from 20% of your customers,” says Doves. “We’re helping clients find those gold customers and to create campaigns that they’ll respond to. Again, it’s lowering the cost of customer acquisition.”

Achieves business compliance: “For some clients the advantage is transparency. They know where their data is, and can demonstrate this to regulators. Literally, it gives them the license to operate,” reports Doves.

Currently, Doves is watching GDPR with interest, although he expects the first legal challenges are to reshape the law. “As it stands, GDPR is unworkable. There is a conflict between the Authority of Presence—the place where the data is kept—and the aims of a data scientist. We expect this to be resolved by next year.”

For the future, Doves believes the business will run across three continents. Given the growth in data and the possibilities of quantum computing, he expects the computing power to be split across different geographies.

“We’re already where we want to be with Equinix—in Amsterdam—but I expect Equinix to be on top of these issues,” explains Doves, “This is a global world, but with local challenges, and we have that ideal blend with Equinix.”

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 52 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.