



# EQUINIX CUSTOMER SUCCESS STORY

## ID LOGISTICS



**ID Logistics reduces the number of incidents by 90% whilst improved performance and data security on hosting its IT infrastructure at Equinix**

“Besides reducing the number of incidents such as link failure by 90%, with Equinix we are sure that our information and our clients’ are safe, with no risk of data loss or intrusion. Having such infrastructure would cost very high initial investments. Therefore, we could also reduce infrastructure and support costs.”

*Martin Haber, CIO at ID Logistics in Brazil*

### The Business

Founded in 2001 in France, and 13 years in the Brazilian market, ID Logistics is characterized by using high level of technology to manage distribution centers from WMS (Warehouse Management System) – IT system developed for DCs operations. The company has been reporting 20% average growth in the last years in Brazil, and last year it reached 24% with a R\$275 million income. They have renewed major contracts with international customers such as Carrefour, Leroy Merlin and Ambev. They did their first e-commerce operation with Grupo Privalia and consolidate their expertise in urban transportation and home delivery for Leroy Merlin. The Group portfolio includes logistic services, stock management, packing, supply, order preparation, storage, quality control, co-packing, suppliers consolidation, massification and cross docking.

### Business Challenge

ID Logistics used to kept the ERP (Enterprise Resource Planning) on an own server, but important issues - such as the possibility of incidents with backup information and drop links - did the company see the need to migrate their system to a premium data center provider. “Our services demand a lot of IT and it is necessary to ensure the quality and 24x7 availability,” says Martin Haber.

### The Solution

ID Logistics environment consists of Colocation cabinets that handle all backup in safe boxes – one of the places to store the tapes. According to Rodrigo Guerrero, Equinix Brazil Head of Sales, this is a basic security procedure to ensure data replication.

### The Result

By doing that, the company reduced the number of incidents by 90% whilst improved performance and data security. The IT environment is located in IBX® SP2, at Tamboré/ SP, which received R\$112 million in total investments to comply with international standards of quality and safety. Having a Tier III infrastructure ensures security and availability of ID services – what is prior for the company’s core business, including the opening of a new e-commerce business unit and multi-channel distribution.

#### 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. Learn more at [Equinix.com](http://Equinix.com)

#### About ID Logistics

ID Logistics is an international group specialized in logistics. The group operates 170 sites located in 14 countries that represent 3.1 million sqm of operations in Europe, Latin America, Asia and Africa with 13,000 employees. Very present in the retail segment, industry and e-commerce, ID Logistics is characterized by using high technology and by its sustainable approach. Learn more at [id-logistics.com](http://id-logistics.com)

