EQUINIX CUSTOMER CASE STUDY
PRICELINE

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Equinix's Peering Capabilities and Carrier Neutrality Allow Priceline to Scale Rapidly and Meet Growing Demands of the Online Travel Industry

"Thanks to [Equinix's] peering, our response times, particularly to the West Coast, have improved significantly. And by utilizing a virtualized architecture in the Ashburn facility, we have reduced our server count by 40 percent and our power consumption by 50 percent."

Ken Jones, Senior Vice President of Technology Operations, The Priceline Group

Results

Reduced application response times

Increased access to carriers and peering partners

A global partner to support geographic expansion

Easy deployment in highly secure facilities

The Environment

The Priceline Group (Nasdaq: PCLN), which includes Booking.com, priceline.com, Agoda.com and Rentalcars.com, provides online travel services in more than 180 countries in Europe, North America, South America, the Asia-Pacific region, the Middle East and Africa.

Prior to turning to Equinix, one of Priceline's two U.S. infrastructure deployments was housed in a Tier 1+ colocation facility that had a number of limitations. "It was typical of data centers built in the late 90s," said Ken Jones, Senior Vice President of Technology Operations at The Priceline Group. "It wasn't a dedicated facility—the hosting provider didn't control the building. This put a number of constraints on what the provider could do to modernize it. For example, it lacked key redundancy features, the required power density and a peering fabric." Priceline's business was growing at a rapid pace and it needed an infrastructure partner that would provide them the platform to fuel this growth.

The Solution

To continue to scale the business, Priceline needed to expand its infrastructure and wanted a modern facility that offered geographic separation from its existing site. It also wanted a Tier 3 or better rating, carrier neutrality with access to the top telecommunication players and the ability to develop internet peering relationships.

"We considered many facilities and visited literally dozens as part of our search," said Jones. "After visiting Equinix's facilities in Washington DC, New Jersey and London, we were convinced that Equinix was the way to go. Equinix offers best-in-class colocation and carrier neutrality. In the Ashburn facility in DC, for example, we are a cross connect away from peering with any of over 150 partners. The Equinix data center campus environment also allows us to scale quickly without needing to excessively over-provision for the future."

Priceline deployed in the Equinix International Business Exchange™ (IBX®) facility in Ashburn in June of 2011. "The Equinix infrastructure has been rock solid since the deployment," said Jones. "Thanks to peering, our response times, particularly to the West Coast, have improved significantly. And by utilizing a virtualized architecture in the Ashburn facility, we have reduced our server count by 40 percent and our power consumption by 50 percent."

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WHERE OPPORTUNITY CONNECTS

In addition, a colocation facility in London that Priceline already occupied was acquired and upgraded by Equinix. Priceline significantly expanded its deployment in that data center and is now migrating to a large suite in Equinix's newest Slough, London, IBX data center.

Why Equinix

Platform Equinix
Platform Equinix comprises state-of-the-art IBX data centers, a global footprint, unique ecosystems and a global marketplace. Together these components can help Priceline accelerate its business by safeguarding its infrastructure, improving performance and enabling peering with the widest variety of partners.

Carrier Neutrality
The world's top carriers, networks and ISPs are accessible through Equinix IBX data centers. Equinix's carrier neutrality has enabled Priceline to repeatedly bring in the right carrier with the best technology fit and pricing. Establishing cross connects is a simple process, and because the carriers are already in the facility, the circuits can be brought up very quickly.

Reliability
Equinix IBX data center power systems have been designed by some of the world's foremost experts on power management engineering. They include built-in redundancy, full uninterruptible power supply (UPS) systems with N+1 redundancy levels or greater and backup generator systems in the event of a local utility failure. Equinix also works with customers to accommodate specific high-power requirements. Precision HVAC systems cool the most demanding high-power deployments, providing appropriate airflow, temperature and humidity to maintain optimum conditions for equipment operation and minimize downtime due to equipment failure.

A Global Partner
Equinix is located in 33 strategic markets in 15 countries across 5 continents, enabling customers to rapidly deploy data center operations, application nodes and network PoPs worldwide. This makes it easier for companies like Priceline to expand into new geographies with the assurance of receiving the same level of service quality and performance.

Ease of Deployment
Equinix worked closely with Priceline to ensure a smooth rollout. "The staff was excellent to work with and regularly provided advice on how to accomplish required tasks quickly," said Ken Jones. "In particular, requesting cross connects was a straightforward process for us, and they were implemented quickly."

Physical Security
Every Equinix IBX data center delivers world-class physical security, utilizing an array of security equipment, techniques and procedures to control, monitor and record access to the facility, including customer cage areas. This level of security reduces risk and protects Priceline's customer data and the company's brand.

Reduced Costs
Priceline's virtualized deployment in the Ashburn facility is substantially smaller in footprint and power consumption than in its previous colocation facility, yet the new deployment produces more web pages per kilowatt.

About Priceline
The Priceline Group (Nasdaq: PCLN) is a leader in global online hotel reservations, with over 235,000 participating hotels worldwide. The Group is composed of four primary brands— Booking.com, priceline.com, Agoda.com and Rentalcars.com— and several ancillary brands. The Priceline Group provides online travel services in over 180 countries in Europe, North America, South America, the Asia-Pacific region, the Middle East and Africa.

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.

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