



# EQUINIX CUSTOMER SUCCESS STORY – INMOBI



InMobi is the world's largest independent mobile advertising.

“We looked at a variety of hosting providers, but from the start the experience with Carpathia was different. Carpathia worked with our engineering team to design a solution that meets our high transaction volumes and requirements for extremely low latency. That, paired with Carpathia’s worldwide presence allowed us to design a carrier grade platform using some very creative approaches.”

Mohit Saxena, Co-Founder and VP Technology, InMobi

## Company

InMobi

## Industry

Mobile Advertising

## Carpathia Services

Managed Infrastructure-as-a-Service

## Equinix IBX Data Center

- San Jose, CA
- London, UK
- Proposed in Hong Kong

## The Current Environment

Since its inception in 2007, InMobi has grown to become the largest independent mobile ad network and a global leader in the mobile technology space. With offices on four continents, InMobi provides advertisers, publishers and developers with a unique, global solution for mobile advertising. Its network delivers the unprecedented ability to reach 578 million consumers in over 165 countries, through more than 93.4 billion monthly mobile ad impressions.

InMobi needed a partner that could help it deploy a scalable, robust, low-latency managed environment to host its mobile advertising platform. It was critical that the InMobi team chose a long-term partner that could not only meet these requirements on the West Coast, but also deliver similar solutions across the globe as its business continued to grow. InMobi was also looking for flexibility in architecture and management responsibilities.

## The Solution

By leveraging Carpathia to deliver managed infrastructure, InMobi was able to expand into new geographic markets and avoid significant capital expenditures, while maintaining the highest level of support for its critical infrastructure. After an initial year using Carpathia’s managed services in Equinix’s San Jose, CA data center, InMobi decided to consolidate all production infrastructure around the world to Carpathia and Equinix.

Today, Carpathia manages the infrastructure that allows InMobi to deliver its mobile ad platform to the US, Europe, the Middle East, Africa and the Asia-Pacific region. InMobi’s environment currently includes hundreds of servers, hosting over 1.5 Gbps of network traffic and is spread among Equinix IBX data centers in San Jose and London, with planned future expansion in Hong Kong. In addition, by deploying its infrastructure with Carpathia inside an Equinix IBX data center, InMobi has the ability to leverage the highest density of network providers in the industry to quickly scale its bandwidth and improve the underlying redundancy of its network connectivity.



## Why Equinix

### The Approach

As a result of cloud services, social networking, video conferencing and other real-time applications, Through numerous iterative engagements, Carpathia developed a precise understanding of what InMobi was seeking to achieve. The combination of Carpathia's deep industry knowledge, expertise in meeting global, dedicated infrastructure requirements and managed networks with bandwidth provided the foundation for a scalable solution that met InMobi's requirements.

In addition, Carpathia's standing partnership with global data center provider Equinix, provides InMobi with access to a global footprint of International Business Exchange (IBX) data centers located in 32 strategic markets and population centers across North America, South America, Europe, and Asia-Pacific. This provides direct access to over 1,000 wireline and mobile network operators around the world. This combination of network density and global footprint gives InMobi the ability to scale its bandwidth easily to meet demand. Additionally, by leveraging Equinix's global footprint of IBX data centers, InMobi can geographically distribute its mobile advertising platform in order to deploy closer to end-users while improving performance and reducing latency. The unique partnership of Carpathia and Equinix provides InMobi with the global platform it requires to enable future growth.

**“InMobi had some very unique requirements when it came to transaction throughput and latency, as well as one of the most advanced data processing and analytics platforms in the industry. We worked closely with the InMobi engineering team to design a solution to meet their business needs and cost engineer a solution to meet their financial metrics. The result provided a blueprint we were able to deploy in other geographies as InMobi continued its expansion.”**

Jon Greaves, CTO, Carpathia Hosting

### About Carpathia Hosting

Carpathia is a trusted cloud operator and leading provider of cloud services and managed hosting, providing secure, reliable and compliant IT infrastructure and management for some of the world's most demanding enterprises and federal agencies. Carpathia's cloud platform delivers solutions for every stage of the cloud journey, empowering organizations to meet their unique security and compliance requirements. Carpathia's experienced customer care team and innovative data center facilities provide 24x7 global support to ensure optimum performance and reliability. Backed by its E3 Promise™, Carpathia consistently delivers an experience that exceeds expectations.

Contact Carpathia at 1.888.200.9494, or visit [www.carpathia.com](http://www.carpathia.com) for more information.

### About Equinix

Equinix, Inc. (Nasdaq: EQIX), connects more than 4,500 companies directly to their customers and partners inside the world's most networked data centers. Today, enterprise, cloud, networking, digital media and financial services companies leverage the Equinix interconnection platform in 32 strategic markets across the Americas, EMEA and Asia-Pacific. By connecting directly to their strategic partners and end users, customers are forming dynamic ecosystems inside Equinix. These interconnected ecosystems enable companies to optimize the performance of their content and applications and protect their vital digital assets.

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

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