Equinix and iCITA powering Hypernode — global DRaaS and hybrid solutions

> "Equinix makes our job a whole lot easier. They have a proven, structured approach to help us go to market and provide access to global locations with a consistent delivery experience. We get that value and experience out of the box with Equinix."
>
> Damien Stephens, chief executive officer, iCITA

Executive Summary

As the International Cloud Integrators & Telecommunications Alliance (iCITA) approached the launch of Hypernode – its dedicated business unit focused on disaster-recovery-as-a-service (DRaaS) – it partnered with Equinix to ensure a best-in-class offering. Equinix's global footprint will allow the company to easily expand across Asia-Pacific, offering a consistent platform to customers alongside leading public cloud providers who are also peering in Equinix.

The Customer

iCITA is a leading consultancy and infrastructure group servicing the information technology channel. It acts as an interface between technology vendors, distributors, integrators, data centers, telcos, service providers and training partners. Comprised of an international member base, iCITA provides products and services aggregation, strategic consulting and training to support the convergence of telecommunications and IT, including the emerging cloud market. iCITA's dedicated data center company – Hypernode – comprises two business units,

Infrastructure Design and Data Protection. They bring together a suite of high availability and disaster recovery solutions, along with on-demand network, server and storage infrastructure. The goal is to provide complete managed and redundant cloud solutions.

Although the majority of its customers are Asia-Pacific-based, iCITA is witnessing a growing trend of U.S. and U.K. providers wanting to test the Australian market leveraging the Hypernode IaaS.

Business Challenge

After an acquisition of Infraserve in early 2014, iCITA's initial data center service offering was a pure IaaS cloud provider for the channel. The organization soon recognized the IaaS space was becoming highly commoditized and needed to take a different approach to remain competitive. It began specializing in high availability and hybrid computing and set up a dedicated disaster recovery and business continuity company under the banner of Hypernode. Customers need to be in close proximity to their disaster recovery sites to ensure data security and reduce latency.

With the growing trend in cloud computing, there is a need for more services in this area and a need to host on Australian soil. However, the security and sustainability of the larger public clouds has been raised as a concern. Organizations do not want to have their operations potentially jeopardized due to poor performance and uncertain security guarantees. iCITA was seeing IT providers re-architect their client's networks into hybrid configurations. They were bringing part of their network back behind the corporate firewall and putting the non-critical compute and storage systems into the public cloud, where they can burst.

Customer Profile

iCITA is the International Cloud Integrators & Telecommunications Alliance. We are a leading group of companies providing consultancy and Infrastructure services to the information technology channel. We act as an interface between technology vendors, distributors, integrators, datacentres, Telco's, service providers and training partners.

Learn more at www.icita.com
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Results

- 120+ network carriers allow easy rollout of Hypernode across Asia-Pacific

- Service delivery of 117 milliseconds from China to Sydney via ChinaNet connection

- Connectivity to global public cloud providers for secure direct service delivery

- Ensures data sovereignty by keeping data within region

- Interest from global customers to enter the Australian market through iCITA

- DRaaS and hybrid reference architecture enables iCITA partners to model cloud configurations for their customers

EQUINIX
WHERE OPPORTUNITY CONNECTS

"Cloud computing has gone through an amazingly rapid cycle. For years the majority of the market was paranoid about the security of public cloud or felt it was just a passing phase," said Damien Stephens, iCITA's chief executive officer. "2012 saw the market mature and massively adopt public cloud environments. Many organizations that jumped in have had bill shocks or struggled with internal compliance and are now removing parts of their network away from public cloud to rationalize cost versus performance. We believe hybrid is the perfect balance of predictable cost, performance and security. We have a developed, dedicated team that specializes in hybrid and performance infrastructure."

Solution and Value Realized

iCITA required a global provider who could provide the necessary security, compliancy, connectivity and reach to serve its Australian market. "We researched the larger DC companies and Equinix came out at the top as being most aligned with what we wanted to do," Stephens said.

At the moment, iCITA is leveraging Equinix's Sydney data centers (SY2 and SY3), as well as iCITA's private Central Coast facility (WDX) for hosting their hybrid and DRaaS solution. iCITA offers Hypernode throughout the country, starting with connections between their Sydney sites and soon, Equinix Melbourne (ME1). Expansion into more Asia-Pacific markets, such as Hong Kong and Singapore, is planned for 2014.

"We work through a partner network, which is our main go-to-market strategy. We work with other IT companies that don't have infrastructure and help them develop solutions for their clients," Stephens said. "Hypernode can ensure customer data stays in-region and offer workloads around where they see fit."

The Hypernode solution consists of three main strategic partners. "Our innovative network is powered by the most advanced hardware from Huawei, secured in world-class facilities by Equinix, connected to Asia by China Telecom Global. iCITA then adds that consultancy and management layer to it, and we have all the ingredients for business delivery," Stephens said.

Hypernode's network has been designed to provide the lowest possible latency, both domestically and internationally. As an example, connectivity through one of Hypernode's peering partners, China Telecom Global, will give iCITA partners approximately 110 milliseconds latency to China from Sydney – the fastest network connectivity possible. China customers, leveraging Equinix, will be able to do disaster recovery to Hong Kong or Singapore via the Hypernode solution.

Why Equinix

As Asia-Pacific is an important geography for Hypernode's success, the Equinix presence in strategic markets such as Hong Kong and Singapore is a perfect fit with the brand's strategy.

The relationship with Equinix means iCITA, and in turn Hypernode, can deliver its service across the region and offer customers a consistent platform. With major public cloud providers such as AWS and Microsoft Azure peering in Equinix, it is clear that Equinix is viewed as a trusted chosen platform for these big players. Being able to connect with these providers also allows Hypernode to enable multiple cloud models – public, private and hybrid. Customers can leverage the public cloud through these connections, while leveraging a hybrid model with Hypernode's DRaaS solution.

"Connectivity into public cloud providers like AWS or Microsoft Azure is an important factor for iCITA as we offer Hypernode across the Asia-Pacific region to our customers," Stephens said. "With latency and performance being a key requirement for cloud solutions, having the ability to connect with over 120 network carriers in Australia (for both peering network traffic and DR) will become a key competitive advantage for the solution."

Enabling Business Growth

Beginning in Asia-Pacific, iCITA has plans to offer the Hypernode service with multiple nodes throughout the world, where every customer will receive the same options from a consistent product suite.

iCITA sees Equinix as a strategic partner in helping expand into new markets while maintaining the service quality for its product's performance and delivery.