

EQUINIX AND MICROSOFT AZURE CUSTOMER CASE STUDY ACCELERA SOLUTIONS



By choosing to deploy their Virtual Desktop Infrastructure solution with Accelera and Microsoft Azure over Equinix Cloud Exchange™, companies can gain performance and scalability. Initial IT capital outlay may be lowered more than \$300,000 with savings potentially 20-30% over a five-year term.

“Microsoft is providing extremely competitive solutions even as they’re lowering the barrier of entry for their enterprise customers. Thanks to Microsoft’s efforts in this area, we expect to see lots of Azure adoption, as each successful IT deployment will drive user adoption. When Azure-deployed applications and resources perform, look and feel like they’re running locally, it dramatically increases the odds for success. Accelera’s goal is to provide the maximum flexibility and cloud performance for our customers, and Equinix with ExpressRoute provides these capabilities.”

- Terrill Andrews,
EVP at Accelera Solutions

Executive Overview

Accelera, a leading managed service provider for virtual cloud solutions, faced a significant ongoing challenge: how to help customers maximize their investment in cloud computing? Specifically, how could they help customers manage costs while also providing flexibility and scale tailored to each customer’s needs? As a Microsoft partner, Accelera had already leveraged the benefits of Microsoft Azure for its customer base, yet Accelera also needed a way to minimize the investment barrier and provide simple, seamless and easily managed connections to support a hybrid cloud model. By combining Equinix Cloud Exchange and the Microsoft Azure ExpressRoute solution, Accelera was able to offer custom hybrid cloud solutions. As a result, Accelera customers can now rapidly deploy and scale new solutions, and quickly and cost-effectively adapt to changing business needs.

The Customer

Accelera aids enterprises in discovering ways to leverage the cloud for maximum benefit, by helping them simplify complex, siloed systems into integrated, centralized and scalable environments for improved manageability, efficiency and security. By leveraging technologies from Microsoft and others, Accelera has successfully deployed cloud solutions for more than 1,000 commercial clients, and more than 400 federal, state and municipal government clients.

Business Challenge

Accelera recognized that in today’s market, purchasing, deploying and supporting hardware was a major barrier for its customers. In addition, the significant capital expenditure requirements needed for hardware and software purchased was a huge barrier for customers who would otherwise be looking to adopt new solutions. Although Accelera employed innovative leasing options to help ease this concern, in some instances customers were paying for capacity they hadn’t used. In addition, with many applications, the clients never knew what the eventual user load might be. Often, clients would spin up an application insufficiently, later discovering that they needed additional resources such as more processing capacity or an Azure-hosted high capacity database. Accelera wanted to be able to ensure their clients that they could support their needs by providing a high-speed path to rapidly provisioned cloud resources. Accelera needed a way to easily combine Microsoft Azure’s technology with colocated infrastructure to create solutions tailored to meet each customer’s unique needs.

As a member of Microsoft’s Azure Circle Program, Accelera Solutions is a select partner and therefore enjoys access to exclusive Azure tools, resources and training to support the development of unique business solutions for their customers in the Microsoft Azure cloud.



Solution and Value Realized

Accelera realized that, although it didn't make sense to compete with the large cloud providers from a hardware perspective, deploying all services into a single cloud environment didn't always provide the flexibility many of its customers needed. In many instances, a hybrid solution was optimal. Hybrid solutions leveraging Microsoft Azure cloud provide the ability to combine a low initial capital investment while easily and elastically scaling capacity: a very appealing solution for Accelera and its customers.

But determining where each application should be deployed was still a challenge. For example, Accelera recently heard from a real estate services company about their application that, in order to function, required a physical USB device. "There's no way we can take a USB device to a cloud provider and ask them to plug it in to one of their servers," said Terrill Andrews, EVP at Accelera Solutions.

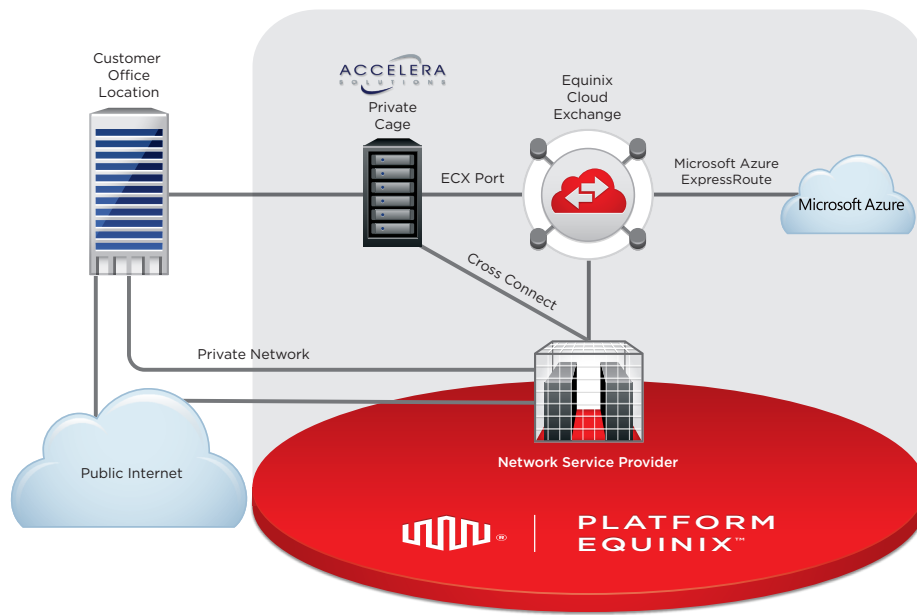
Then again, building a true public-private hybrid cloud environment that allows seamless integration would require high performance, secure, and reliable access to the cloud solution provider. With Equinix as a partner to help Microsoft deploy Azure in 16 markets around the world (Microsoft ExpressRoute Launch) Equinix was the only real choice to build these types of solutions.

Business Factors

Cost	Cost of a 1Gb or 10Gb connection to Azure via ExpressRoute can be half as expensive as the cost of a typical Internet connection of comparable speed
Speed	Dedicated network connectivity to Azure via ExpressRoute gives higher performance with lower latency
Security	A private connection to Azure helps protect customer data from interception and exposure to most types of external attacks
Dedicated Bandwidth	Because ExpressRoute acts as an extension of the customer's infrastructure, the final solution performs much better
Flexibility	Because customers control how network traffic is routed, the end solution is more reliable and consistent
Conclusion	ExpressRoute allows the best of all worlds in a high performance, hybrid environment

By offering solutions that would not be possible when working solely with a data center or cloud provider, Accelera relies on Equinix Cloud Exchange—an interconnection solution that provides on-demand access to cloud services—and ExpressRoute to create high performance hybrid cloud solutions for their customers.

Accelera Network Diagram



About Microsoft Azure ExpressRoute

Microsoft's physical infrastructure for Azure ExpressRoute resides in Equinix data centers and is available via an Equinix switching fabric that provides secure connectivity and real-time provisioning. By connecting to ExpressRoute across Platform Equinix™, companies are able to bridge their cloud and data center strategies and benefit from full integration between cloud services and internal applications. Azure is commonly leveraged for key workloads that include Big Data, storage, backup and recovery, hybrid applications, productivity applications and media.

<http://azure.microsoft.com/>

About Accelera Solutions

Accelera Solutions is a virtualization solutions provider focused on desktop, application and server virtualization. They provide consultative support from the desktop to the data center by offering a virtual computing infrastructure which simplifies IT systems into a centralized, easily-managed environment.

<http://www.accelerasolutions.com/>

Creating hybrid solutions with select infrastructure deployed in Azure and Equinix is where Accelera's solutions shine.

Cloud Exchange and ExpressRoute allow Accelera to offer more flexible, cost-effective custom hybrid cloud solutions. This is popular with customers who don't want to be told they have to abandon all their hardware, or turn over control of existing systems. Then, too, hybrid cloud allows customers the flexibility and the visibility required to architect new solutions.



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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 44 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.