EQUINIX CUSTOMER CASE STUDY

ACCELERATING PAYMENT PROCESSING SOLUTIONS AT THE DIGITAL EDGE

conductor
TECNOLOGIA EM MEIOS DE PAGAMENTO

Brazilian company uses Platform Equinix® and ECX Fabric™ to innovate its payment processing solutions and improves customer satisfaction by reducing tickets submitted by 27%

Business Results

- Transitioned from an on-premises environment to hosting with managed services.

- Decreased the number of tickets submitted by 27% in the first half of 2018.

- Achieved a 4.76/5 positive feedback rating based on ticket resolution.

- Reduced storage costs and lowered latency to cloud service providers.

- Boosted availability, performance, scalability and resiliency across its network.

Business overview

After debuting in the market as a credit card processor, Conductor changed over time and became a multidisciplinary and diversified company specializing in payment method solutions and processing. The company's goal is to make the daily routine of users easier, working hard to continuously innovate its processes. Conductor has more than 20 years of experience offering solid and versatile solutions to help customers grow.

The company currently has more than 70 million cards in its database, 15 million active users, 400 million financial transactions, and processes US$11.5 billion (R$45 billion) every year by leveraging the environment management, hosting and colocation services offered with Platform Equinix.

Business challenges

Conductor first became an Equinix customer by migrating from its in-house operation to Equinix colocation environments in SP1 and SP2 São Paulo International Business Exchange™ (IBX®) data centers. Two years later, the company faced the challenge of raising its environment's availability with a reduced staff.

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> "As part of our core business, we are constantly focusing more and more investments in technology. We don't see it as an expense, but rather as a high-end investment to leverage our business."

Marcelo Fonseca, IT Infrastructure Manager, Conductor

Solution

To solve the business challenge, Equinix and Conductor collaborated to create a solution for the company to grow and innovate its payment processing solutions offered to customers. Both teams worked together, sharing their technical and operational expertise and mapping all critical points and opportunities for improvement.

"The relationship and partnership between our teams, as well as the great synergy with Equinix's solutions architects, allowed us to design a new environment that suits Conductor's financial and technological goals for the future," said Marcelo Fonseca, IT Infrastructure Manager, Conductor.

Equinix completely redesigned the environment and started managing the production environment at SP1 and the contingency environment at SP2. With a team of highly qualified and experienced professionals that monitored both environments 24/7/365, it enabled Conductor's team to focus on the core business.

Conductor has two payment method platforms: Conductor, its main payment platform, which is a hybrid between Equinix and Microsoft Azure, and MarketPay, a platform hosted at AWS. Both platforms use Equinix Cloud Exchange Fabric™ (ECX Fabric™) to directly, securely and dynamically connect to Microsoft Azure and AWS, with customized connectivity through a self-service portal or API. The company's development and homologation operations also use ECX Fabric to create connections to Microsoft Azure. The infrastructure of the entire project is distributed across the digital ecosystems of Platform Equinix via global, software-defined interconnection.

Value Realized

By building an infrastructure designed for rapid scalability and real-time agility, Conductor can maintain high SLAs and ensure the company's commitment to its customers. With Platform Equinix, the company gains superior interconnection at the digital edge—closest to users, clouds and networks—to reach everywhere, interconnect everyone and integrate everything. In addition, colocation on a global interconnection platform enables Conductor to reduce storage platform costs; grant faster access to cloud service providers; and boost availability, performance, scalability and resilience across its network.

"The entire payment method operation flow—from purchase approval, through the entire anti-fraud built-in service, to final invoice issuance—is handled through Platform Equinix and Azure. These technologies support 100% of our business," said Fonseca.

About Conductor

Conductor is a tech company specializing in electronic payment method solutions and processing services. The company was established 20 years ago as a brand and private label credit card processor, and now has a complete ecosystem covering a wide range of activities within the purchase and payment chain, including retail, banking, financial institutions, financial technology, benefits and agreements. Conductor developed a groundbreaking business model, featuring products, services and solutions that work together, as well as a proprietary platform known in the market for its flexibility and agility. The company currently leads the Brazilian electronic payment processing market, growing approximately 40% per annum since 2012.

Learn more at **Conductor.com.br**

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 52 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

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