



# EQUINIX CUSTOMER CASE STUDY

## ZETTA



Equinix enables operational excellence and cost-effective expansion.

“Equinix makes it possible to find economical choices for network connectivity, which helps us contain costs.”

Jeff Whitehead, CTO, Zetta

### Results

Gains confidence in ability to ensure uninterrupted, secure service

Expands business cost-effectively through cross-connects to new customers

Contains costs by tapping into economical options for network connectivity

Simplifies process of deploying into new data centers

### The Current Environment

When you're a young company offering a unique approach to scalable enterprise storage, you had better demonstrate operational excellence at every turn. That's been Zetta's goal from the start, and was top of mind as the company began exploring data centers to support the launch of its service in 2009. The company chose Equinix based on its outstanding reputation.

### The Solution

Zetta's seasoned managers created a short list for consideration based upon past experiences and their SLA requirements. Zetta needed to find the right data center partner who complemented the enterprise features and security, integrity and performance of Zetta's award winning enterprise storage on demand offering. “We told the team to find the best data-center provider. It was no surprise that Equinix came out the winner,” explains Jeff Whitehead, CTO for Zetta.

## Why Equinix

### Signing Up for Reliability

As Zetta considered its data center options, certain features were imperative – state-of-the-art infrastructure, network neutrality, high availability, and robust security. Equinix fit the bill. Plus, Zetta was impressed that Equinix has run high-quality facilities for a long period of time. Zetta also noted that Equinix has established best practices and developed a standard model well understood by its staff.

“Facilities can look impressive on paper, but quality and availability comes down to the people running the facility. All of these factors contribute to the fact that Equinix has delivered reliable service over the long haul,” says Whitehead.

### Tapping into Network Neutral Connectivity

Zetta felt it was important to partner with a data center provider that offered abundant and network neutral carrier connectivity. The fact that Equinix is well connected caught Whitehead's eye. “If a data center provider's facilities are not on the ‘Net, you'll incur substantial construction costs and be forced to wait until new fiber is in place. This isn't a concern with Equinix,” explains Whitehead.



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[Equinix.com](https://www.equinix.com)

Equally important, Zetta appreciates the fact that it can choose from a range of carriers for network connectivity. According to Whitehead, forcing companies to use a certain network is a holdover from the past. "Equinix makes it possible to find economical choices for network connectivity, which helps us contain costs," continues Whitehead.

### Taking Advantage of Expansion Opportunities

As an early stage business with aggressive plans for growth, Zetta is laying strategic plans every step of the way. The Equinix partnership paves the way for streamlined expansion across the country. "It's helpful to strike a single contract with a provider employing largely consistent policies and procedures across its facilities," says Whitehead.

In the eight months since it first deployed servers in Equinix's Silicon Valley data center, Zetta has doubled its number of racks. The company has also expanded its primary storage facilities to the East Coast with Equinix and plans to expand into a few more data centers in 2010. "It's convenient to work with the same account team across all data centers," continues Whitehead.

As an added benefit, Zetta sits in close proximity to Equinix-based customers who are prime candidates for its enterprise cloud-based offering. In fact, it has already signed business with two such companies and more are in discussions. "The ability to cross connect and have instant high-capacity connectivity with other companies in the Equinix facility eliminates issues with high-cost transfer rates. That means we can cost-effectively expand our business," concludes Whitehead.

### About Zetta

Zetta Inc. is a leading provider of on-demand enterprise storage solutions. With headquarters in Sunnyvale, Calif., Zetta was established in 2007 by successful serial entrepreneurs and technology executives from companies such as Netscape, VeriSign, Symantec, EqualLogic, and Shutterfly. The company has raised \$11 million to date, and is backed by Sigma Partners, Foundation Capital, and its founders. For more information, visit [www.zetta.net](http://www.zetta.net).

### 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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† Noted numbers are Equinix Q2 2016 only and do not include acquisitions of Telecity and B4I-tele.