



VIRTUS

Data Centres

Exponential-e



EXPONENTIAL-E

Exponential-e is a British cloud and networking pioneer offering a unique cloud solution for Enterprises with a focus on Cloud security. Utilising their Layer 2 wide-area network, their cloud services integrate seamlessly with their customer's internal LAN network, appearing logically on the clean side of the firewall.

This Cloud solution negates security and privacy concerns associated with public internet accessed Cloud solutions. Exponential-e wholly owns a super-fast 100 Gigabit Ethernet Layer 2 VPLS Network that guarantees a superior level of resilience, reliability and performance. Exponential-e also integrates with third party providers and is able to deliver bespoke applications for both the Enterprise and SMEs with an end-to-end SLA. Trusted by 1,700 customers, Exponential-e boasts a 96% customer reference-ability. The company has demonstrated the highest levels of compliance with industry standards and has been awarded five ISO accreditations as well as the highly coveted Cloud Security Alliance STAR.

Business Challenge:

Exponential-e had a requirement for a data centre solution to facilitate the expansion of their cloud service offering and colocation services. In particular, they required a data centre solution to host their primary node for applications, virtualisation and to be the hub of their retail colocation offering. Exponential-e required longevity of service, with the flexibility to expand in the future.

The VIRTUS Solution:

VIRTUS provided Exponential-e with a dynamic environment to white label and support their own virtualised cloud service. This environment incorporated high bandwidth and direct internet exchange access, enabling Exponential-e to provide their own 100 Gigabit Ethernet, layer 2, low latency connectivity. This solution was delivered within a private data hall, offering secure access control, diverse power, communications and an accredited fire detection and suppressant system, allowing the cloud and network provider to offer their customers private and secure colocation. In addition to having their own private data hall, VIRTUS has given Exponential-e the ability to implement a Network Operating Centre (NOC) and their own office space at the data centre to host their primary node for applications, virtualisation and to be the hub of their retail colocation offering.

To satisfy the company's requirement to expand, VIRTUS provided Exponential-e with the flexibility to bolt-on additional and contiguous space without prior commitment.

This flexibility was used to further expand their retail colocation space in an adjacent data hall. Furthermore, to increase the resilience of the design, VIRTUS offered and delivered secure colocation space with contiguous room to expand at VIRTUS' Tier III certified (design) flagship data centre LONDON2 to place another cloud node. By placing their cloud node here, Exponential-e gained increased resilience and the ability to provide active-active synchronous replication. At LONDON2 the company is benefiting from increased efficiency and a lower Total Cost of Service (TCS).

Benefits:

By relocating operations to VIRTUS, Exponential-e's cloud services have become more geographically diverse, enabling the company to expand its business and reach out to Enterprises that operate in complex and regulated industries. Furthermore, VIRTUS has provided Exponential-e with the scope to expand by increasing their capacity by 100%. Since colocating at VIRTUS' LONDON2 data centre, Exponential-e has benefitted from a lower TCS, and an industry leading PUE of 1.2, resulting in a 21% reduction in their costs per kW.

VIRTUS strives to provide customers with flexibility and control over their colocation space. With the launch of the VIRTUS Intelligent Portal (VIP), companies such as Exponential-e are provided with real time data feeds from the facilities, building management and business IT systems, enabling enhanced visibility and control over their colocation service.

“Geographic location was attractive to Exponential-e. It met with our requirements to provide data centre services outside of the docklands and The City of London, whilst keeping the benefits of ultra-low latency connectivity to the rest of our backbone network. We chose VIRTUS as they had demonstrated their ability to design, build and support data centre infrastructures to the highest standard of security, and availability, along with intelligent power management solutions whilst giving Exponential-e the flexibility to grow capacity and services”

Lee Wade – CEO of Exponential-e