



Interxion & Centric Telecom – Growing Together

Meeting Customer Needs

The last several years have seen an exponential rise in the amount of data that businesses generate. These data are critical to business operations and so must be easily accessible yet highly secure. Increasingly stringent data storage and recovery legislation has added to the pressure on companies to devise systems to store data for long periods of time, often offsite. In addition, data security has become one of the industry's hottest topics as intellectual property theft and other security breaches have gained prominence in the business lexicon.

In response to growing customer demands for data storage and recovery services, Centric Telecom, London's leading provider of broadband services to commercial property owners and tenants, began investigating the market for a reliable partner who could not only promise to back up and restore data, but who they knew would follow through on that promise with guaranteed results. It didn't take long for Centric to settle on Interxion, Europe's leading provider of carrier-neutral data centers and managed services.

Interxion – the Obvious Choice

As a long-time Interxion co-location customer, Centric was well aware of Interxion's industry-leading Service Level Agreements (SLAs), which guarantee 99.99% availability. Interxion's proven know-how, customer-oriented approach and commitment to quality, combined with an attractive price, made Interxion the obvious choice as Centric's partner as it moved forward in expanding its portfolio of services to its growing customer base.

Secure Data Service (SDS) is Interxion's secure data backup and restore system designed to perform successful data backups and ensure that company data are instantly available whenever and wherever they're needed.

Learning Together

Working together, Centric and Interxion tweaked the product to meet the needs of Centric's customers. As Centric Sales Director, Linda Grant, said: "This was a learning experience for both Centric and Interxion. We had a good idea of what we wanted and they had the technical know-how to put it together into a product that would work for our customers. This was product development in the truest sense of the word. And Interxion was very responsive to our input throughout the process."

Profile

Company name:

Centric Telecom

Industry:

Broadband service provider

Background:

Centric Telecom is one of the UK's fastest growing broadband service providers, serving some of the most prestigious properties and property owners from London to Edinburgh. Centric provides broadband connectivity through its own network, creating a platform for additional services ranging from e-mail and virus scanning to VPNs, security systems and off-site backup.

Location:

London

Claim to fame:

First Internet utility established in Europe. The leading independent provider of broadband services to property owners and their tenants in London.

Interxion services:

Co-location, Hands & Eyes, first Interxion partner for Secure Data Service.

Contact:

Linda Grant, Sales Director

Comment:

"Interxion's technical knowledge is second to none."

Using its existing pipes at Interxion's Data Center, Centric is able to offer a unique service to its customers. Every pipe is a Point of Presence (POP) – an access point to the Internet - so every Centric customer can use Point to Point connectivity, for faster transmission rates while saving on bandwidth.

Centric successfully tested the SDS backup and restore service for four months with several of its customers and has now elected to bring it to market as part of its package of services. Centric is beginning to offer SDS to its London-based SME customers to complement its existing portfolio of services. With a growing list of customers already sold on the benefits of SDS, Centric continues to hold weekly seminars, in partnership with Interxion, to introduce the system to other customers eager to outsource their data backup and restore responsibilities to the experts.

A Disaster Waiting to Happen

Data are the keys to business success. The burgeoning volume of data being generated means an increased likelihood of a disaster. Technological improvements make the machinery more reliable, but the machines still rely on people to run them, and people can make mistakes. Virtually every company has a data disaster story. According to Centric's Linda Grant, "Ninety percent of our customers have lost data at one time or another." Recovering those data consumes valuable time and resources, especially for small and medium-size companies, which may have only limited IT expertise in-house. Industry analysts at Gartner Group offer a sobering statistic: 50% of all data recovery attempts fail because of the many complex and uncontrollable variables involved in standard recovery processes.

The System Runs Itself

What's needed is a system that can run itself. And that, according to Interxion's John Rutherford, is precisely what SDS does. After the initial set-up, data are backed up according to the company's individual specifications. Using a fault-tolerant, disk-based, secure storage subsystem, coupled with the highly reliable SDS software, users need only take a single "snapshot" of the data they wish to protect. From then on, only data that have changed are transferred to the vault, saving both time and bandwidth.

And SDS's "point-in-time" restore feature eliminates the need to apply a full backup followed by subsequent incremental backups. When specific data need to be restored, the vault automatically reconstructs and restores only the data that are needed from the date and time it's requested.

Flexible, Innovative Solution

Tom Humphries, Managing Director of Centric, said: "We chose to partner with Interxion for the SDS service because our clients expect us to be flexible, innovative and provide the best solutions. We are certain that this solution will be ideal for all businesses that are seeking the security and protection that SDS offers. Our clients will be satisfied that Centric has once again given them an excellent service that will provide their businesses with a definitive advantage."

About Interxion

Interxion is Europe's leading provider of carrier-neutral data centers and managed services. With 20 data centers across Europe, Interxion supports over 600 customers including enterprises, content providers, mobile service providers, and hosting and telecommunications companies. Services such as equipment housing, onsite engineering and maintenance, connectivity solutions and a range of monitoring services provide customers with solutions to better manage their ICT and Internet infrastructures. Interxion data centers are supported by a central European Service Center with a multilingual team offering technical assistance to customers 24 hours a day.

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