



# EQUINIX CUSTOMER CASE STUDY

## URBAN AIRSHIP



Urban Airship is the engine behind thousands of the world's most successful mobile apps, providing a full suite of messaging and content delivery tools.

“The reputations of Carpathia Hosting and Amazon Web Services, our relationships with both, and their SAS 70 compliance should give customers confidence that Urban Airship is running on the best hosting platform in the world. Finally, the speed and flexibility of this approach will allow us to continue to execute well for years to come.”

Mike Herrick, Vice President of Engineering, Urban Airship

### Company

Urban Airship

### Industry

Mobile

### Carpathia Services

Cloud Computing, Compliance

### Equinix IBX Data Center

- Ashburn, VA

### The Current Environment

The engine behind thousands of mobile applications, Urban Airship's breakthrough technology powers some of the world's most well-known and successful apps, helping top brands ensure their mobile app initiatives are engaging, scalable and profitable. Urban Airship provides push notifications, rich mobile messaging and in-app purchase services, as well as analytics and campaign management tools, for mobile app publishers. The company delivers roughly 14 thousand mobile messages per minute.

After a period of significant growth, Urban Airship's customers increasingly demanded more sophisticated push messaging. To meet these demands and continue to exceed customer expectations for Urban Airship's stable, scalable, low-latency and high-throughput mobile messaging platform, the company sought hosting partners to assist in deploying a hybrid cloud solution.

### The Solution

By partnering with Carpathia, Urban Airship was able to meet all of its requirements, including maximizing its existing investment in Amazon Web Services (AWS) through the use of AWS Direct Connect. This allows Urban Airship to establish direct, private, fiber connectivity between its colocation environment and AWS, which can reduce network costs, increase bandwidth throughput, and provide a more consistent network experience than Internet-based connections. Utilizing a hybrid hosting solution that combines the benefits of both dedicated infrastructure and cloud infrastructure is an investment that provides many positive benefits for Urban Airship's customers, as the connectivity, cloud elasticity and customized kit all combine to provide for robust mobile messaging worldwide.

As a result of Carpathia's partnership with Equinix, Urban Airship now has access to a global footprint of Equinix International Business Exchange (IBX) data centers located in 33 strategic markets and population centers across North America, South America, Europe and Asia-Pacific. This provides direct access to over 1,100 wireline and mobile network operators around the world while also satisfying critical facility and process inputs to ensure SAS70/ SSAE-16 compliance.

By leveraging AWS Direct Connect, available in all of Equinix's Ashburn, VA data centers, Urban Airship captures the benefits of having its dedicated infrastructure and AWS' cloud services managed by a single provider. The economics of Urban Airship's hosting environment will continue to allow the company to provide customers with the best value for its products. Further, Urban Airship is now running on the hosting architecture that will allow the company to provide customers with the next iterations of its existing products.

## Why Equinix

### The Approach

As Urban Airship searched for the right solution to meet its needs, the company established ten critical requirements:

- Connectivity to service customers and devices around the world
- A vast geographic footprint to provide adequate disaster recovery, high availability and low latency to the company's services as it grows
- Cloud elasticity to keep up with storage and compute growth
- A customized solution that will provision and operate the various types of equipment Urban Airship needs
- An economic model with the ability to scale so that Urban Airship can continue to offer competitively priced products
- Business model flexibility to work with Urban Airship through a MSP to colocation transition
- A strong partner relationship
- A strong reputation and happy existing customers with similar requirements to Urban Airship
- SAS 70/SSAE-16 compliance
- The ability and passion to keep up with the speed requirements of the mobile market

“More and more of our enterprise customers are demanding hybrid hosting solutions that combine the benefits of both dedicated infrastructure and cloud infrastructure. Using AWS Cross Connect Service, Carpathia Hosting customers can capture the benefits of having their dedicated infrastructure and AWS' cloud services managed by a single provider. AWS Cross Connect Service allows us to significantly enhance the services we can deliver to our enterprise customers that use Amazon Web Services.”

Jon Greaves, CTO, Carpathia Hosting

### About Carpathia Hosting

Carpathia is a trusted cloud operator and leading provider of cloud services and managed hosting, providing secure, reliable and compliant IT infrastructure and management for some of the world's most demanding enterprises and federal agencies. Carpathia's cloud platform delivers solutions for every stage of the cloud journey, empowering organizations to meet their unique security and compliance requirements. Carpathia's experienced customer care team and innovative data center facilities provide 24x7 global support to ensure optimum performance and reliability. Backed by its E3 Promise™, Carpathia consistently delivers an experience that exceeds expectations.

Contact Carpathia at 1.888.200.9494, or visit [www.carpathia.com](http://www.carpathia.com) for more information.

### 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 33 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.

Learn more at [Equinix.com](http://Equinix.com)

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