

EQUINIX CUSTOMER SUCCESS STORY NAVER BUSINESS PLATFORM



CLOUD SERVICES PROVIDER

EQUINIX ENABLES NAVER BUSINESS PLATFORM'S GLOBAL EXPANSION AND CUSTOMER REACH

South Korea's leading IT infrastructure and cloud services provider expands its global presence with Equinix by deploying their core and edge infrastructure, and leveraging the strength and connectivity of Platform Equinix® to meet its customers' cross-border cloud demands

"A key priority of NAVER Business Platform's growth strategy is to expand our cloud services business globally, and bring it closer to our customers everywhere. They demand high performing and reliable connectivity to network and cloud service providers with zero downtime. With Equinix's extensive experience in helping cloud companies to scale, they were the best partner that can help us in our journey to achieve our ambition."

KwangPyo Hong, Head of Global IT & BIZ Planning, NAVER Business Platform

Business challenge

NAVER Business Platform (NBP) launched its public cloud services platform, NAVER Cloud Platform, in April 2017. Since then, NBP has seen significant growth, with the number of customers doubling every year, and an average of six new cloud services launched every month (as of April 2019). Coupled with a growing base of customers originating and operating outside of its home country of Korea, NBP needed to ramp up its cloud infrastructure globally in order to achieve its goal to be a leading global cloud services provider.

After two years of impressive growth, NBP set its sights on expanding its business on a larger and more global scale. NBP is also looking to provide more specialized cloud services to cater to various industries that include government and public organizations, finance, medical, gaming, and communication sectors.

NBP focused on maintaining its high level of service and customer satisfaction across all geographies. To scale, they needed to distribute its infrastructure to key hubs around the world in order to reduce latency and maintain user experience. Connectivity with network service providers (NSPs) was critical to ensure high network redundancy with zero downtime. NBP's customers were also increasingly exploring hybrid cloud solutions with connectivity to multiple cloud service providers (CSPs).

Considering all the dynamic and critical needs of its business and customers, NBP needed a global interconnection and colocation partner that could deliver the scalability, performance, interconnectivity, security and support that it required to grow its cloud infrastructure.

NBP

 NAVER
BUSINESS
PLATFORM

Customer Profile

History

NAVER Business Platform (NBP) was first established as a subsidiary company of NAVER (Korea's leading internet portal) to provide specialized IT infrastructure and cloud services in 2009. From supporting the needs of NAVER and its affiliate companies such as LINE and SNOW, NBP grew and expanded to provide a public cloud service, NAVER Cloud Platform in April 2017. Today, NAVER Cloud Platform offers 119 cloud services across 25 categories for customers across the world.

Customers

NAVER Business Platform (NBP) has presence in Korea, Singapore, Japan, Hong Kong, Germany and the U.S., providing cloud services to its customers across the globe

Headquarters

South Korea
Nbp-corp.com



EQUINIX

WHERE OPPORTUNITY CONNECTS

Equinix.com

Solution

After a thorough and rigorous selection process that included multiple site visits and in-depth technical assessments, NBP decided to partner with Equinix to grow its global business. Equinix's International Business Exchange™ (IBX®) data centers impressed NBP with its high global standards for its facilities and colocation services, paired with connectivity to multiple NSPs in every location. With the consistency in standards and process, NBP could deploy its systems and cloud services seamlessly and quickly in every location.

The strategic locations of Equinix's IBX data centers were also a natural fit with NBP's requirements to better serve its customers in key markets throughout Asia, Europe and the U.S. NBP has since leveraged Equinix's global footprint and is now deployed in key countries like Singapore, U.S., Germany and Japan.

NBP is also taking full advantage of Equinix's interconnection services. One example is the Equinix Internet Exchange (IX) which enables reach into an ecosystem of NSPs anywhere in the world. Another key solution is the Equinix Cloud Exchange Fabric™ (ECX Fabric™).

ECX Fabric allows NBP to offer its international customers doing business in different countries direct connectivity to multiple CSPs in just minutes, especially by those implementing hybrid cloud solutions. Customers can also establish network connections on demand between any two ECX Fabric locations within a metro or globally via software-defined interconnection, offering high levels of scalability, agility and connectivity.

The rich ecosystem of CSPs on ECX Fabric offers a host of possible cloud services and applications. This has been such a compelling feature that it has driven NBP to explore developing customized hybrid cloud services through Equinix for its customers. With options available and a broad ecosystem of cloud and network providers to choose from, NBP's customers can now easily deploy their own customized hybrid cloud driven business applications while avoiding vendor lock-in.

The ability to customize, scale and be flexible to meet its customers' dynamic business demands is critical to NBP's global growth strategy. As a challenger in the global IT infrastructure and cloud service provider space, NBP is cognizant of the diverse needs of its customers in different markets. Equinix's global footprint and interconnection platform enables NBP to continue adapting its business strategy accordingly as market demands continue to evolve.

Business results

NBP believes that its partnership with Equinix has enabled it to deliver more cloud services to its customers faster, resulting in a significant increase in its quality of service and cloud services product portfolio.

Since NBP began using Equinix, they have seen an increase in cloud service consumption which has resulted in a 20-fold jump in average network bandwidth usage. Customers are happy with the consistent uptime and zero disruption provided by NBP. This has resulted in an increase to NBP's profitability and positively impacting their bottom line.

Because of Equinix's global standards and experience, NBP was also able to find a partner and platform that allowed it to bring new cloud services faster to the market – in months instead of years. This was possible because Equinix was able to provide the services and infrastructure support that NBP required to deliver customized cloud services to its customers.

NAVER Cloud Platform today is South Korea's leading public cloud through strategic investment and technology development, complemented by NBP's experience operating NAVER's and its affiliate companies' IT infrastructure and cloud services. As NBP continues to expand its global infrastructure with Equinix, it hopes to kick start its global ambition to become one of the top 5 cloud service providers within the next five years.

With Equinix, NBP has experienced the following benefits:

- Expanded global presence and infrastructure with 8 IBX data center locations
- Over 100 cross connects delivering high network availability and redundancy
- Enabling hybrid cloud solutions for customers with high-performing interconnectivity options
- Enhanced and expanded cloud services offering with reduced time to market
- Well positioned to become a strong player in the cloud market

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. On this global platform for digital business, companies come together across more than 50 markets on five continents to reach everywhere, interconnect everyone and integrate everything they need to create their digital futures.

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