



EQUINIX CASE STUDY

PURE-IP

Pure IP

Telecommunications provider transitions its data center to Equinix, creating global expansion and boosting business growth by 40%

“The reasons we like using Equinix? It’s secure, resilient and the service is good. We understand how Equinix works. Equinix understands us.”

Paul Enright, Operations Director, Pure-IP

Business Results

- Expanded growth by 40% each year
- Simplified access to global telecoms providers—many of which are located in Equinix data centers
- Created a more secure, resilient and connected business
- Increased focus on new service provision

Executive overview

Pure-IP needed to address its international data center services to help attract and retain industry-leading customers. By colocalizing within Equinix International Business Exchange™ (IBX®) data centers, the business is now more connected, secure and resilient.

Business overview

Pure-IP has been providing business customers with SIP trunking solutions since early 2004. Session Initiation Protocol (SIP) trunking is a direct connection between an organization and internet telephony service provider, which eliminates physical connections to a phone company.

As the business has grown, Pure-IP has significantly expanded its global coverage. Today, Pure-IP provides services directly to more than 400 customers in 14 countries. Through its partners, the company supports an additional 250 customers. Services range from outbound telephone calls to call center solutions, while incorporating local and toll-free numbers from more than 95 countries.



Solution

Unhappy with the service at its previous data center, Pure-IP began to search for alternative providers. The search led the business to consider the impact of international expansion, and it wanted an international data center solution that matched its global footprint—or where it wanted to be. Also, Pure-IP wanted a solution that was easy to manage and enabled focus on services—not on data center issues.

By leveraging an interconnection-first approach deployed on Platform Equinix™, Pure-IT re-architected for a digital edge, optimizing multicloud connectivity and boosting performance. The company now has racks in Equinix data centers in London, Santa Clara, Hong Kong, Singapore and Sydney. “We’re with Equinix in each of the four continents in which we operate,” explained Enright. “As a result, our business is more secure, more connected and more resilient.”

Value realized

Pure-IP has been with Equinix since 2010, which has been a period of unprecedented growth for the business. “We’ve grown 40 percent year after year over that period,” said Enright. “And the international market has been key to that growth.”

Enright admits that the business has benefitted from a broader market shift by enterprise customers to IP telephony, and credits the rise of Microsoft Lync, a Pure-IP service offering. “But we’ve also been able to make a Pure-IP difference. We’re small enough to provide personalized service, but we’re underpinned by industry-leading connectivity,” reports Enright.

While Pure-IP’s typical customers tend to be international, it is not unusual for customers to use the same Equinix data center locations. Enright reports that Equinix Marketplace makes it easier to connect to relevant new services which will open up new avenues for business.

Key take-aways

The ease of doing business has been one of the more evident aspects of the relationship with Equinix. “It has been effortless. If we need to add a new rack, it’s easy. Everyone on both sides knows what needs to happen. The paperwork and process are simple. We don’t need a lot of management effort; everything is compliant and certified—which is how it should be,” explain Enright.

Enright reports that the Equinix quality of service matches Pure-IP’s light touch, best-in-breed supplier strategy. When Pure-IP opened in Singapore and Sydney, the company learned that Equinix had the same footprint. “If we start operations in any other territory, then Equinix is the first place we’d turn. Equinix has the locations we need and it is easy for us to do business together,” said Enright.

About Pure-IP

Pure IP is a specialist provider of custom-built voice networks. It has operation centers in London, San Francisco and Auckland with ten global points of presence and more than 400 customers worldwide. Its solutions consolidate disparate global sites, reduce complexity, streamline services and simplify its customers’ telecoms infrastructures.

Learn more at Pure-ip.com

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 44 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

Learn more at Equinix.com

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