BACKBONE CONNECT

Supporting business growth with premier data centre services and expert IT support

? Expanding business requirements are pushing the limits of the current IT setup

✓ A data centre solution that supports expansion and integrates with existing resources

"The data centre and connectivity, integrated with our internet access, makes Backbone Connect a core business partner in our IT infrastructure. What's more, this single supplier saves us considerable amounts of time and complications as we have a single contract, one SLA and, most importantly, one point of contact."

Paul Holden, Operations Director, BrightTALK

The Challenge

BrightTALK is a pioneering webinar and video service provider. Every day thousands of thought leaders actively share their insights and knowledge with professionals through the online event technologies that BrightTALK has created. With content growing exponentially on their platform, they needed a migration path for the servers that were operating out of their London office. They required a scalable system to cope with the rapidly expanding volume of data generated by their users.

To meet this demand, BrightTALK were looking to migrate their servers to a premier London data centre. Their specific requirements called for a resilient data centre with dual power feeds, diverse internet and BGP routing for their connectivity. Located in central London themselves, they needed a facility within easy reach of their offices with convenient transport links. In addition, the company was looking to connect to their VoIP provider for their platform located in a data centre in Brussels.

BrightTALK were already an existing business internet access customer with Backbone Connect, so the company knew we were able to offer the levels of service and enhanced customer support that would meet their business requirements. They had experienced various problems with service providers in the past and were looking for a company that could provide big business data solutions with a personal approach and a more hands-on service.

BrightTALK™

- ✓ Simplified connectivity to their platform
- ✓ Scalable system that grows on demand
- ✓ Integrated, multi-site connectivity
- ✓ Easy access data centre in central London
- ✓ Flexible and responsive service delivery
- ✓ Hands-on and reactive approach

Our Solution

From the range of data centres available from Backbone Connect, BrightTALK chose a Level 3 data centre in central London for a resilient UK hub to host their content. It matched their requirements for scalability, security and reliability. It also had useful links back to the US. However, they wanted a more hands-on, reactive provider who could guarantee quick response times and improved levels of service with a more personal touch.

As a Level 3 Select partner, we created a responsive colocation and networking solution within the Level 3 data centre selected. It provides the internet access they require and also facilitates VoIP connectivity to the Brussels site.

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> "

To help mitigate the impact of potentially costly delays, we were able to step in and deliver BrightTALK's new solution in record time, project managing the delivery of the service quickly and without fuss. This gave their team the time to focus on their own systems and development. It also meant they only had to deal with one company to deliver the whole solution.

"The project was managed proactively on a daily basis," says Paul Holden, Operations Director at BrightTALK. "The installation was a real team effort between us and Backbone Connect. Running a small and time pressured systems team, Backbone Connect provided the support we needed."

As BrightTALK looks to host more webinar and video content and further expand their business, they are confident that we are the right partner to help scale up their operations and provide connectivity options around the world.