interxion™

ADTECH LEADER RUBICON PROJECT ADVANCES IN EUROPE WITH INTERXION

Challenge

- To optimise service delivery to the European adtech market
- To capitalise on opportunities for growth in Europe

Solution

- Private cages at Frankfurt and Amsterdam
- Carrier-dense data centre campuses
- Hands and Eyes service
- Provider insight into the adtech industry

Results

- Proximity to European markets
- Robust, resilient infrastructure across two locations
- Rapidly scalable colocation environment

US-based Rubicon Project is a digital platform that automates buying and selling for the global online advertising industry. With only milliseconds to send an ad to a consumer's device, the company's infrastructure needs to be as close as possible to its markets. In Europe, that means colocation at Interxion's Frankfurt and Amsterdam campuses.

When every millisecond counts

Ever thought about the commercial game that plays out behind the scenes when you load a web page and see an ad? For more than 60,000 apps and over a million websites worldwide, billions of times every day, this is what happens: in the milliseconds between a page being requested and loaded, the Rubicon Project platform receives a signal that prompts an auction among buyers for ad space on the screen. The winning bidder's creative is then retrieved by the platform and sent to the device. If it doesn't happen in time — if the end user scrolls past the ad slot before the ad has been delivered — it's all for nothing.

"When we're waiting for a buyer to respond, every millisecond we can shave off saves us hundreds of thousands of dollars," says Tom Kershaw, Rubicon Project's CTO. "This is a global business, and we don't know where the next page load is going to come from. So we need to be close to the user, both virtually and physically."

That's why the company colocates infrastructure at the heart of the markets it serves. In Europe, having had a presence in the adtech heartland of Amsterdam for several years, the company decided to add a second location. Its key aims were to:

- Enhance the resilience of its architecture with failover capability between the two sites
- Further reduce latency
- Take advantage of growth opportunities in the region

A partnership for progress

The company settled on Germany — Europe's largest media market — and specifically Frankfurt, the interconnection hub for the whole country. Colocating here brings compliance with Germany's strict data privacy rules, and puts Rubicon Project in a good position to serve expanding markets in Central and Eastern Europe.

The company chose Interxion as its colocation partner. The fact that Interxion Frankfurt is the most densely connected data-centre campus in Europe was a key contributing factor. Equally important was Interxion's business insight, as Matthew Breedlove, VP of Technical and Data Operations at Rubicon Project, explains:

"In Frankfurt there were multiple options to choose from. The real breakout for us was that Interxion 'got' us. The first meeting we had gave us an idea that this wasn't just about servers and hardware, power and cooling. Interxion wanted to understand how we could partner together and come up with a very dynamic move forward for our industry."

Better business performance, happier customers

Rubicon Project colocates infrastructure in a private cage at the Frankfurt data centre, where there's plenty of scope to quickly and easily increase its footprint in line with rapid growth in the adtech landscape.

"The most significant element of our relationship is Interxion's ability to understand our business and the speed at which this industry runs," says Breedlove. "We don't have months and years to develop. We have weeks. And we need a partner that understands how to move in that same timeline."

The success of the Frankfurt-based relationship led Rubicon Project to switch its Amsterdam colocation to Interxion — making Interxion Rubicon Project's sole colocation provider in Europe.

"Interxion has been a critical partner for us," says Kershaw. "I think the combination of physical location and great service, as well as speed and connectivity in the infrastructure, makes our business perform better [and] makes our customers happier."

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