

## TIG enables customers' digital transformation

Digital managed service provider TIG has an enviable track record of helping enterprises achieve their digital transformation objectives. Among the solutions TIG designs, develops and manages are private, public and hybrid cloud solutions based on its deep expertise in Microsoft Azure public cloud, complemented by its own cloud platform.

Organisations in a wide range of sectors — from insurance and professional services to travel and aviation — count on TIG for cloud, connectivity, transformational and managed IT services. A specialist in Microsoft Azure and other Microsoft services, TIG is a Microsoft Tier 1 MSP, and A Gold Partner for both Cloud Platform and Cloud Productivity.

TIG has collocated its private cloud infrastructure at Interxion's London Campus for more than four years, and provides Microsoft Azure services out of the Interxion facility. "Our relationship with Interxion is very positive," says George Georgiou, TIG's Chief Operating Officer. "Beyond the data centre itself, which provides everything we need in terms of security and availability, we like the fact that Interxion is always looking for ways to make its customers' lives easier."

Georgiou points to Interxion's Cloud Connect service as an example. "Interxion Cloud Connect gives us straightforward access to Microsoft Azure ExpressRoute, which simplifies secure, direct connectivity to the Microsoft Azure public cloud for our customers," he says.

*"Interxion Cloud Connect is a neat solution that's simple to use, fast to implement and scale, and has support and resilience built in. It helps us deliver hybrid cloud solutions more quickly and easily."*

**George Georgiou, Chief Operating Officer, TIG**

The logo for TIG, consisting of the letters "TIG" in a bold, red, sans-serif font.

## About Interxion

Interxion (NYSE: INXN) is a leading provider of carrier and cloud-neutral colocation data centre services in Europe, serving a wide range of customers through over 50 data centres in 11 European countries. Interxion's uniformly designed, energy efficient data centres offer customers extensive security and uptime for their mission-critical applications. With over 700 connectivity providers, 21 European Internet exchanges, and most leading cloud and digital media platforms across its footprint, Interxion has created connectivity, cloud, content and finance hubs that foster growing customer communities of interest.

For more information, please visit [www.interxion.com](http://www.interxion.com)

For TIG's customers, connecting to their Azure environments over the internet would pose quality-of-service and security issues. On the other hand, running physical cables into the data centre would be complex and costly, as well as challenging to scale; and could lead to multiple points of failure likely to affect performance.

"Using Cloud Connect, we have none of those concerns," says Georgiou. "It's a neat solution that's simple to use, fast to implement and scale, and has support and resilience built in. It helps us deliver hybrid cloud solutions more quickly and easily."

## Live sports streaming

As a Microsoft Tier 1 MSP, TIG can deliver Microsoft Azure ExpressRoute subscriptions. One of its customers for the service is Deltatre, a live sports streaming service. With its own content delivery network (CDN) colocated at Interxion London, Deltatre wanted to stream content into the Azure cloud for onward delivery by Microsoft's CDN.

"Deltatre didn't want the hassle and expense of installing circuits into the data centre," says Georgiou. "So we deliver and manage ExpressRoute on their behalf, using Interxion Cloud Connect."

## An insurance startup born in the cloud

Another TIG customer benefiting from Interxion Cloud Connect is Guardian 1821, which is behind the first born-in-the-cloud insurance startup. "Plenty of other insurance companies have built web front-ends, but they still connect to legacy back-end systems," says Georgiou. "Guardian 1821 is taking a radically different approach, by hosting front-and back-end infrastructure in the Azure public cloud."

The ready scalability of the public cloud lets Guardian 1821 adjust capacity in line with business growth and seasonal peaks, or when using capacity-hungry tools for risk modelling and other tasks.

In designing and building the Guardian 1821 infrastructure, TIG incorporated an access management solution based on Azure Active Directory B2C. This lets users connect securely to Guardian 1821 from any location and device, using their social media accounts to authenticate themselves. Interxion Cloud Connect provides critical ExpressRoute connectivity between security components hosted at Interxion and in the cloud.

Guardian 1821 anticipates serving 50,000 customers worldwide through a network of insurance advisors. "The access management solution we've built using Azure Active Directory B2C and Cloud Connect means no-one needs an Active Directory account," says Georgiou. "That reduces costs and admin effort for Guardian 1821 and makes things simpler for users, who have the convenience of signing in securely with familiar credentials."

## Public cloud growth on the horizon

Georgiou expects to see rapid growth in Microsoft Azure adoption as enterprises increasingly see the benefits of running apps and services in the cloud. "Our ability to switch on ExpressRoute capacity so easily via Cloud Connect will help to speed implementation and deliver the experience our customers expect from their hybrid and public cloud solutions," says Georgiou.



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**Cofounder:** Uptime Institute EMEA chapter. **Founding member:** European Data Centre Association. **Patron:** European Internet Exchange Association. **Member:** The Green Grid, with role on Advisory Council and Technical Committee. **Contributor:** EC Joint Research Centre on Sustainability. **Member:** EuroCloud.

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