

Servecentric leverages PlatformDIGITAL[®]

to accelerate customer digital transformation
and futureproof business growth.



servecentric

Company profile

- Servecentric is an independently owned Dublin-based IT services provider and existing Interxion: A Digital Realty Company customer.
- For more than 18 years, Servecentric has been delivering a range of flexible, fully managed cloud, colocation and connectivity services to customers globally, enabling them to focus on boosting business performance.
- The company has a diverse customer base of more than 60 clients located both in Ireland and across the globe, spanning a broad range of industries, both public and private, including technology, enterprise, e-commerce and telecoms.

Introduction

COVID-19 has impacted businesses of all sizes across the world and fundamentally redefined the meaning of 'business as usual'. The amount of data being shared, exchanged and proliferating as a result of the pandemic has increased exponentially and accelerated the need for robust, flexible hybrid IT deployments capable of supporting businesses as they acclimatise to the new business environment.

However, businesses are finding that there isn't a one-size-fits-all model to accommodate the new working environment and sudden influx of data; every business is different, requiring flexible deployments that are able to maintain optimal performance and meet evolving customer needs. With this, businesses are increasingly turning to more customisable solutions. PlatformDIGITAL[®] enables them to tailor their hybrid IT deployments to any size, scale or configuration to meet their business needs and adapt to an increasingly digital world.

Business challenge

Prompted by the effects of the global pandemic, Servecentric's customers had accelerated their search for new, more efficient ways of operating and turned to Servecentric to help provide the solutions and expert guidance that would enable those new working models.

One of the challenges for the corporate sector was that these new work models were raising questions about the longer-term viability of centralising IT in corporate head offices.

With this, many were looking for a way to host more of their core applications in a highly secure, connected location to provide greater accessibility and seamless integration, without spiralling costs or locking their workforce down to the office premises. Others needed additional bandwidth to accommodate the sharp rise in remote working as a result of the pandemic, which meant that they were also looking to take advantage of Servecentric's managed connectivity services as an independently registered ISP.

About Interxion: A Digital Realty Company

Interxion: A Digital Realty Company is a leading provider of carrier- and cloud-neutral data centre services across EMEA. With more than 700 connectivity providers in over 100 data centres across 13 European countries, Interxion provides communities of connectivity, cloud and content hubs. As part of Digital Realty, customers now have access to 49 metros across six continents.

For more information, please visit www.interxion.com

“Through PlatformDIGITAL®, Interxion has enabled us to host our clients’ critical data infrastructure which allows us to focus on supporting and guiding our customers through the digital transformation process. Interxion provides us with the flexibility and agility to scale with our customers, which has been especially critical with the onset of COVID-19.”

Brian Roe, CEO, Servecentric

“The global health pandemic has dramatically accelerated the rate at which businesses are digitally transforming – what would have previously taken years to occur is taking months instead. With this, Servecentric saw a significant spike in demand for its suite of fully managed services and needed additional flexibility in order to meet its customers’ colocation and cloud needs. By working closely with Servecentric’s team, we were able to tailor a solution through PlatformDIGITAL® that gave Servecentric and its customers the flexibility and customisation they needed to quickly scale their businesses and adapt to the changing digital landscape.”

Jeff Tapley, Joint Managing Director EMEA, Interxion: A Digital Realty Company

However, the complexity of this type of transition meant that Servecentric’s customers were also looking for expert support to facilitate the entire process, from design to integration. Customers needed guidance in order to re-architect their hybrid IT environments and deliver flexible infrastructure that would help them make substantial savings and reduce operational costs, as well as additional costs associated with ancillary services, such as remote hands, support and monitoring.

In order to meet these new demands and deploy its services quickly and efficiently, Servecentric needed to add additional capacity at Interxion’s Blanchardstown data centre, which would allow it to simultaneously scale up its cloud and colocation capacities.

Interxion worked closely with Servecentric’s team to tailor a solution, built on PlatformDIGITAL®, that not only enabled the company to accommodate its customers’ evolving needs and deploy its services in the short-term, but also afforded Servecentric the capacity to adapt as those needs grow and evolve in the future.

The solution

Using Data Hub on PlatformDIGITAL®, Servecentric deployed additional capacity in Interxion’s Blanchardstown data centre. This gave Servecentric the space they needed to deliver additional cloud and colocation capacity to new and existing customers, as well as the flexibility to deploy it quickly and efficiently. That new capacity is enabling Servecentric’s customers to customise their hybrid IT solutions to suit their needs and achieve secure, performant, and always-on access to the digital applications critical to effectively running a modern workplace.

Outcome

With PlatformDIGITAL®, Servecentric was afforded the extra flexibility it needed to accommodate its customers’ evolving demands and grow its cloud and colocation footprint significantly.

Since the renewal agreement, Servecentric’s cloud business has grown by 35% as the company’s customers continue to reduce operational costs and increase scalability to accelerate digital transformation efforts. The company has also seen substantial uptake in its colocation services and is targeting 50% growth in that part of the business over the duration of the agreement.

The additional capacity has also enabled Servecentric to focus on delivering expert advice and guidance to customers on top of its colocation and cloud services, helping to instil trust and further differentiate itself from competitors.



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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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