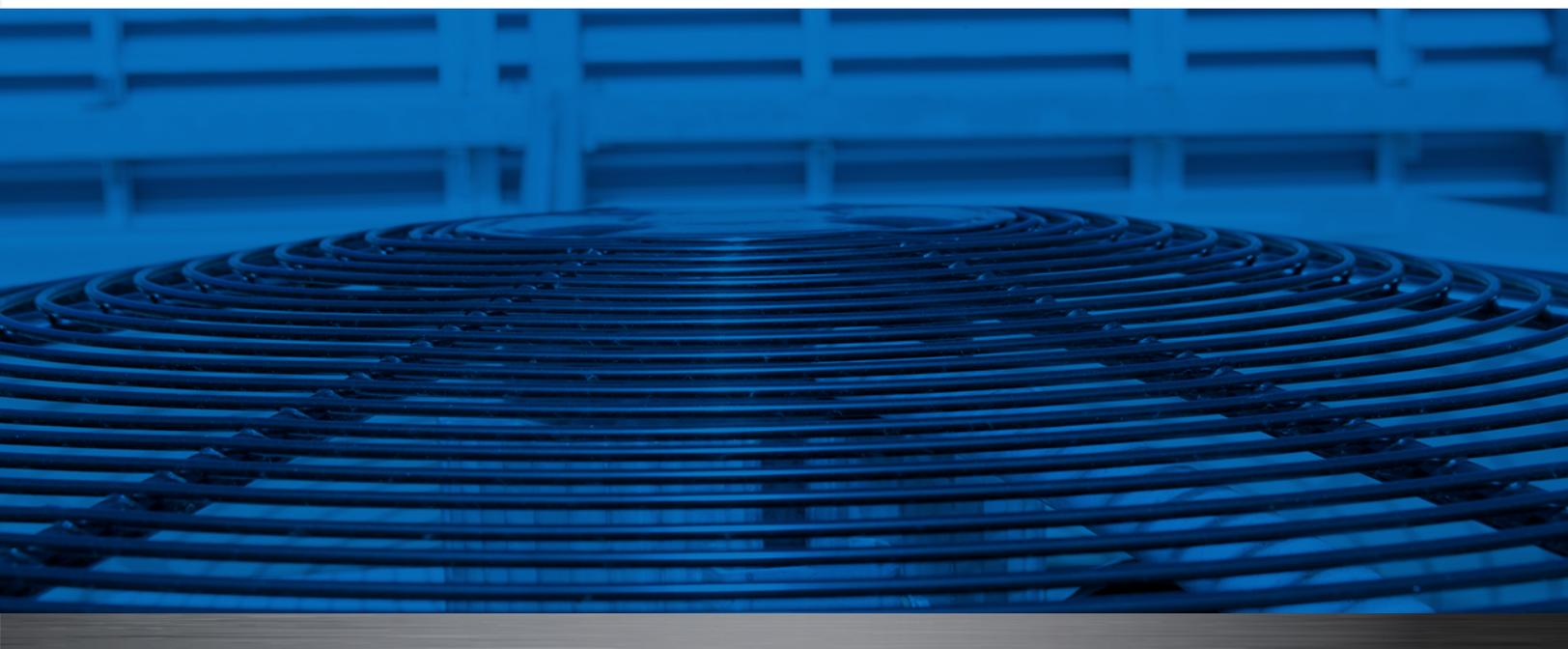


PLACEIQ

CORESITe CAGE COLOCATION, CROSS CONNECTS,
AMAZON DIRECT CONNECT, INTER-SITE CONNECTIVITY



Geolocation leader PlaceIQ uses CoreSite cage colocation, AWS Direct Connect, and inter-site connectivity to continue its meteoric rise to the top.

LOCATION, LOCATION, LOCATION

THE CHALLENGE

Using colocation solutions to support explosive growth

Today's marketers are always looking to get a leg up on the competition. Since 2010, leaders from categories ranging from consumer packaged goods and retail to automotive and electronics have flocked to PlacelQ to find a competitive edge.

For brands seeking to understand consumer behavior, PlacelQ connects physical and digital activities across time, space, and mobile devices to uncover opportunities to learn and connect with audiences. The company produces a location-based audience and insights platform that organizes a wide variety of consumer activity data around a precise, location-based map at a massive scale.

PlacelQ's detailed understanding of location and consumer activity allows the company to reach a targeted audience and derive powerful insights about consumer behavior to inform market and business strategies for national brands. To keep up with its rapid growth, the company required sound infrastructure that powered its operations.

"We hit a point relatively early in our growth where a managed cloud infrastructure could no longer support our future business goals," says Mike Jelley, Vice President of Infrastructure at PlacelQ. "As our expansion options shrank and our costs grew, we knew it was time to manage more of our operations internally to try to gain more flexibility and cost certainty in our practice."

BIG DATA MEANS BIG BUCKS

In the past, the company ran its data operations on a third-party cloud platform, but quickly found the business

model to be cost prohibitive and too restrictive for its flourishing enterprise.

As a big data platform provider, PlacelQ's technology leans heavily on computing and networking capabilities to analyze trillions of data points at a time and deliver critical consumer insights to marketers. Though the cloud solution gave PlacelQ the ability to execute virtually any type of data query imaginable, system configurations were limited and moving data when, how, and to whom PlacelQ wanted became cost prohibitive.

"Our cloud solution was perfect for us as a startup seeking to ramp up with little or no startup costs," Jelley says. "But data is an expensive asset and as our data footprint expanded, it made more sense just to run our own cluster to lower those costs and assert more control over how our environment was configured."

THE SOLUTION

PlacelQ chose CoreSite data center solutions because of the company's reputation for high-density facilities, flexible solutions, and high-touch customer support. With CoreSite cage colocation and cross connects, PlacelQ has a rapidly scalable and fully powered dedicated space for housing its computing cluster.

CoreSite cages can accommodate virtually any networking, computing, or storage arrangement and offer up to 300 watts of power per square foot. Unlike other colocation options, CoreSite's flexible configurations enable PlacelQ to add resources and scale quickly to the needs of its business, while paying only for the space and power it uses—a great savings over conventional pre-paid data center and many cloud-based solutions.



"One of the things I love most about working with CoreSite is the willingness of the entire organization to work with us to creatively address every challenge we have. Knowing that they'll go out of the way to address our needs makes my job easier because I can focus on the day-to-day operations instead of always worrying about potential issues in the future."

Mike Jelley, Vice President of Infrastructure, PlacelQ

"Many services lock you into a limited set of data center designs with little variability," Jelley says. "CoreSite delivers custom configurations with sustainable structures that enable us to scale quickly, and simplify planning to manage our growth more strategically moving forward."

In addition to dedicated data center space and CoreSite's well-appointed private offices, PlacelQ is also leveraging dedicated inter-site connections and Amazon Web Services (AWS) Direct Connect to further reduce costs, increase security, and enhance the value of its services to high-value customers.

"AWS Direct Connect is a fantastic way to tap into a low-latency app development environment," Jelley says. "CoreSite added a 10Gbps inter-site connection that dramatically reduces our bandwidth demands and the time it takes to transfer business-critical data between our data center and AWS."

CUSTOMER EXPERIENCE AND BENEFITS

Managing a rapidly growing business can be tricky. It requires the agility to quickly adapt to unforeseen challenges and the expertise to align available resources to put the plan into action. In CoreSite, PlacelQ has a partner capable of delivering both.

According to Jelley, PlacelQ's expansion has been well managed, but not without its own challenges. For example, the company had initially planned for a single co-located cabinet to house essential service. Soon the original request grew from one cabinet to two, and from two cabinets to a cage. Unlike other data center facilities that require as much as six weeks' lead time to deliver new cabinets or cages, CoreSite delivered them in just two days.

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BETTER DATA AND BETTER PRODUCTS FOR YEARS TO COME

In addition to peace of mind and ongoing support, CoreSite's solutions have also had a tangible impact on PlacelQ's business. In particular, Jelley says that CoreSite gives his team unprecedented freedom to move data around.

"Moving from a pure cloud deployment to collocating with CoreSite will help us use our resources more effectively," he says. "As importantly, the interconnectivity and direct link to AWS will give us better control over latency, configuration flexibility, and freer workflows to continue delivering exceptional value to our customers."

Jelley is eager to continue building PlacelQ's presence in CoreSite's facilities, with an eye on making the location the company's primary center. He says that bigger deployments will translate into bringing better data products to the market, fueling PlacelQ's continued growth and bolstering its position as an industry leader. *"Long term, our goal is to continue to push the envelope of what's possible with connecting location and consumer behaviors," he says. "CoreSite has proven to have the technology and a staff that will go above and beyond to make sure we have everything we need to be successful."*



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PLACEIQ CASE STUDY AT A GLANCE

Challenge

- Gain flexibility and greater control over infrastructure configuration
- Reduce operating costs, especially bandwidth expenditures
- Rapidly scale to meet the needs of a growing business
- Move massive amounts of data quickly between data centers and AWS

Solution

- Leverage CoreSite cage colocation for high-density, cost-effective storage and computing services
- Use AWS Direct Connect and dark fiber ring to rapidly and cost-effectively transmit large data sets between data centers

Results

- Reduced overall costs by as much as half
- Achieved 10Gbps connectivity between app development environment and data centers
- Significantly reduced bandwidth demands and bypassed traditional ISP bandwidth costs
- Achieved total control over infrastructure arrangement and configuration by deploying a self-managed cluster

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Mike Jelley, Vice President of Infrastructure, PlaceIQ

ABOUT PLACEIQ

For brands seeking to understand consumer behavior, PlaceIQ connects physical and digital activities across time, space, and mobile devices to uncover opportunities to learn and connect with audiences. PlaceIQ is a powerful, location-based audience and insights platform that uses detailed understanding of location and consumer activity to reach a targeted audience, and also to derive powerful insights about consumer behavior that inform market and business strategies for national brands.

