EQUINIX CUSTOMER CASE STUDY
FREEDOMPAY

Participating in the Equinix digital payment ecosystem powered by Platform Equinix™ and Underlay Networks enabled FreedomPay to more quickly deploy its Advanced Commerce Platform to global consumers, while saving $1 million in costs

"Equinix and Underlay Networks enabled us to increase our cloud adoption and expand our presence out at the edge of our corporate network and into new geographies. And, we could do this over an encrypted, private network with better performance, control and visibility and at a dramatically reduced cost."

Christopher Kronenthal, Chief Technology Officer, FreedomPay

Business results

- Gained immediate access to 66% of FreedomPay's payment partners inside Equinix

- Increased global market reach and access to digital payment business, network and cloud ecosystems

- Improved network bandwidth by 10x and reduced latency via a high-performance SD-WAN infrastructure

- Reduced global networking costs by 60%—a $1 million CAPEX and OPEX savings

- Gained greater network performance, security, redundancy and reliability out at the edge

- Realized faster POS deployment—connecting to new customers within 24 hours

Executive overview

FreedomPay was at a transitional point in its business, experiencing increased global demand and growth, and needed to transform and expand its IT infrastructure to better capture and support that new business. A leader in global digital commerce solutions, the company wanted to extend its global presence to the United Kingdom (UK) and Asia Pacific (APAC); reinforce its business continuity infrastructure; and expand its storage capacity to the cloud, while delivering a greater, more secure shopping experience to consumers. By leveraging an Interconnection Oriented Architecture™ (IOA™) strategy on Platform Equinix, with design and deployment assistance from Moonrock Consulting and Underlay Networks, the company was able to quickly achieve all of its goals and realize a $1 million savings in CAPEX and OPEX costs.

Customer overview

FreedomPay is a pioneer in digital commerce transaction solutions (mobile payments, cashless solutions, virtual and remote terminals, payment processing); intelligent analysis; promotion and incentive routing; and customer relationship management (CRM) services. Its Advanced Commerce Platform supports multiple markets and providers in the digital payments industry, and enables merchants to have secure, point-to-point encryption (P2PE) from the payment terminal to the merchant's processor or merchant acquirer. Its customers include leading companies in retail, hospitality, lodging, gaming, education, healthcare and financial services.

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WHERE OPPORTUNITY CONNECTS

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Business opportunity

FreedomPay's Advanced Commerce Platform is a neutral architecture that enables easy integration and interoperability for creating point-of-sale (POS), customer analysis and promotional targeting, and CRM solutions. The company was looking for a dense ecosystem of partners with whom they could interconnect and innovate to create a wider variety of digital payment offerings for its global customers. The company also wanted to access network and cloud providers, such as Microsoft Azure/Office 365, to enhance its solution delivery performance, scalability and reliability, and enable greater storage capacity for its increasing customer data in expanding markets in the UK and APAC. To accomplish all of this, FreedomPay required a more cost-effective and optimized global data center and interconnection platform and software-defined wide area network (SD-WAN) infrastructure that could provide optimized network and cloud access, along with high-performance, low-latency interconnection out at the edge of its enterprise network. It also needed to migrate its high availability (HA) and disaster recovery (DR) environments to the cloud for greater redundancy and reliability.

"We evaluated a number of colocation and interconnection environments that could give us adjacency to critical partners. Equinix was the hands-down choice for global placement and access to cloud, network, internet and business partners. Our portfolio is as large as Equinix's global ecosystem."

Christopher Kronenthal, Chief Technology Officer, FreedomPay

Solution

To achieve the cloud connectivity and global expansion that FreedomPay required to grow its business worldwide, it needed to partner with a colocation and interconnection provider that could provide both adjacency between business partners and seamless and dynamic interconnection among cloud, network and business services. It also required access to partners and customers at the edge of its corporate network perimeter and external to Equinix data centers, where it housed its integrated digital commerce platform. FreedomPay's technology partners, Equinix, Moonrock Consulting and Underlay Networks, designed and deployed a high-performance, redundant and reliable SD-WAN infrastructure, with direct and secure cloud connectivity via Equinix Performance Hub™. The infrastructure can be quickly and cost-effectively replicated in other geographic locations for expansion and redundancy without disruption to consumer services.

By leveraging a robust and reliable SD-WAN infrastructure from Underlay Networks, an Equinix network partner, FreedomPay can more efficiently and effectively access distributed cloud providers, partners and customers, both internal and external to Equinix data centers. Equinix Performance Hub provided direct, secure public and private connectivity between the Equinix Cloud Exchange and the Underlay Networks SD-WAN infrastructure, while using industry-leading encryption to maintain regulatory compliance, so that all network paths supported P2PE out at the edge of the growing FreedomPay corporate network.
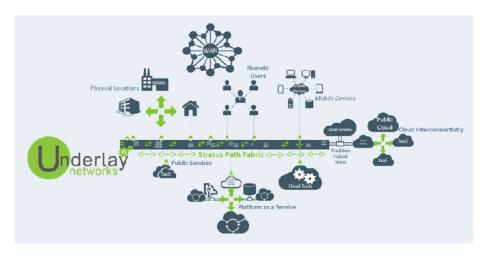
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Valued realized

Gaining access to much higher-bandwidth (1 GB vs. 100 Mbps), lower-latency SD-WAN connections by leveraging an IOA strategy on Platform Equinix and the Underlay Networks infrastructure enabled FreedomPay to realize a 10x improvement in global performance for 60% less cost, saving $1 million in CAPEX and OPEX. The company can now connect new customers to its POS digital payment solutions in the cloud within 24 hours, rather than in weeks or months, and can quickly replicate its footprint within Equinix data centers in the UK and APAC to speed its global expansion. It has also increased its data portability, replication, and HA and DR capabilities for supporting planned and unplanned downtime of mission-critical applications such as Microsoft Azure, Office 365 and Dynamics.

Key take-aways

FreedomPay gained the much-needed performance and scalability of a flexible and agile software-defined network infrastructure, on a global colocation and interconnection platform, to quickly increase its market reach and gain secure and reliable connectivity to networks, clouds, business partners and customers at near "wholesale rates." By more efficiently leveraging multiple partners and gaining faster access to customers, within and outside of Equinix, FreedomPay is now able to provide a higher quality of experience to consumers out at the edge, where there is the greatest opportunity for expansion and revenue growth.

FreedomPay's Integrated SD-WAN Infrastructure for its Advanced Commerce Platform

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About FreedomPay

FreedomPay, an Equinix partner, is a global technology leader at the forefront of commerce connectivity, and provides the best way for merchants to simplify complex payment environments. Leading companies in retail, hospitality, lodging, gaming, education, healthcare and financial services trust FreedomPay to deliver unmatched security and advanced value-added services. First to be validated by the PCI Security Standards Council in North America for Point-to-Point Encryption (P2PE) along with EMV, NFC and DCC, FreedomPay delivers the broadest library of integrations across top point-of-sale and device manufacturers and notable payment processors, fully supported by rapid API tool kits for ISVs. The FreedomPay Commerce Platform operates on the Microsoft Windows Platform and is fully supported by the security and scalability of the Microsoft Azure cloud.

Learn more at www.freedompay.com

About Underlay Networks

Underlay Networks provides point-to-point and cloud connectivity as a service to organizations via a secure and reliable SD-WAN infrastructure, enabling "adjacency" and access between clouds and businesses.

Learn more at www.underlaynetworks.com

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About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 44 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

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