



Concurrent Success Story

Organization

Concurrent

Industry

Enriched multi-screen video delivery; advertising and data management; asset management and analytics

Business Need

High-performance file delivery extending geographic reach of video asset management solution

Internap Solution

Internap Accelerated IP (XIP™), Internap Performance IP™, Colocation

Results

- Experienced increased file transmission speeds by 400 kilobits per second.
- Gained ability to download 13GB (130 x 100MB files) of customer data using 5 parallel downloads in hours instead of days.
- Saved costs by virtually expanding the data center footprint, instead of a physical expansion or a costly WAN appliance deployment.

“The combination of Internap’s Accelerated IP and advanced IP routing capabilities allowed Concurrent to extend our U.S. data center reach and avoid a costly European footprint expansion.”

Rodolphe Kirk

Concurrent

Director- Media Data Logistics

Customer Overview

Concurrent Computer Corporation is a global leader in Platform-as-a-Solution innovation that enables the seamless delivery, management and monetization of video on any screen. Built on a solid foundation of video firsts and patented, Emmy® Award winning technology, Concurrent’s single platform, screen-independent delivery and media data solutions create a truly holistic, 360-degree view of the consumer video experience.

Concurrent’s media data collection and management software empowers service providers to make sense of viewer and content consumption and operational data, harnessing the full potential of video streaming. Their unique portfolio offers census-level, cross-medium and cross-services data management solutions deployed in 265 markets worldwide.

Business Challenge

Concurrent requires a robust and cost-effective application delivery solution to support a large European customer using their Platform-as-a-Solution offering, DataSuite Solution™. The solution must meet stringent requirements for performance, reliability and consistency.

Solution Requirements

Reducing latency, introduced by physical distance between the customer and Concurrent, is a key factor in its decision making process. Regardless of data center location, infrastructure or technology, delivering a superior end-user experience is essential.

High on the list of needs is access to a 24/7/365, reliable network. Concurrent’s software application depends on minimizing latency within the network to assure the end-users receive the high-quality performance expected.

Any solution that Concurrent deploys must be sensitive to overall costs. They evaluated various options including expanding its international footprint to WAN optimization appliances and accelerated file transfer. Quickly realizing this approach would substantially increase data center costs, they determined this was not a financially viable option.

“The process to implement Internap’s TCP acceleration technology, XIP, was seamless and extremely efficient. Since then, we’ve obtained solid performance and have done multiple downloads without losing any feeds.”

Rodolphe Kirk

Concurrent, Director- Media Data Logistics

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

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Success Story: Concurrent

Ultimately, Concurrent needed a solution that provides customers with uninterrupted, reliable and timely service and allows for virtual extension of its data center in the United States. They began evaluating Internap's Accelerated IP (XIP) solution, which requires no hardware or software installation and can be easily managed from any secure Concurrent location. The outstanding results influenced Concurrent's decision and they chose XIP to provide customers with application and content acceleration. Additionally, Concurrent gave customers the high-quality experience they demanded by leveraging Internap's Performance IP service which provides dynamic route optimization for data traffic across multiple carrier networks.

Solution Benefits

Since partnering with Internap, Concurrent has experienced many benefits, including:

Cost-Effectiveness	Concurrent was able to save on costs by avoiding the deployment of an additional data center or WAN appliance solution, ultimately improving the ROI of its existing data center. In addition, because XIP requires no equipment or service fees, it decreases overall expenditures.
Speed	Due to its business, Concurrent is frequently downloading 50-1000MB log files. When they conducted a test of XIP, they were able to download 13GB (130 x 100MB files) of customer data using 5 parallel downloads in just 4 hours. Without XIP, this process would have taken a few days and file management would have been more difficult and susceptible to problems during the transfer. Every day, Concurrent downloads 3GB of data using XIP, a number expected to increase.
Performance	By optimizing the TCP stack, XIP is able to increase Concurrent's application performance by five times. Using XIP, they experience file transmission speeds of 300 to 500 kilobits per second, which was an increase of over 400 kilobits per second.
Security	Concurrent's equipment is protected 24/7 at Internap's secure colocation facilities, which feature digital video cameras, on-site security staff, electronic key cards and biometric scanners.
Scalability	Internap's colocation facilities allow Concurrent to ramp up power requirements and performance as needed, without increasing the company's data center footprint.
Reliability	Thanks to Internap's industry-leading SLA, which supports 100% uptime while maximizing network performance, availability and reliability, Concurrent can rest assured that their network is always running.

Bottom Line

Concurrent is successfully supporting its international customers with proven application acceleration technology from Internap, extending the reach of its United States datacenter footprint and avoiding the need for a European data center expansion or WAN appliance solution. This extended reach allows Concurrent to provide customers with excellent service through a simplified turn-key TCP acceleration solution.

With Internap's XIP, Concurrent is able to offer their customer a cost-effective solution that increases file transmission speeds and improves data delivery times without incurring additional operational expenditures. Internap and Concurrent are working together to ensure the users stay connected and data flows continuously.

Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, availability and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

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