IRON MOUNTAIN®
DATA CENTERS

CASE STUDY

Yisp

CONNECTION-RICH & CUSTOMER-FOCUSED

INDUSTRY:
Web Hosting

CHALLENGE:
All the network ingredients with responsive expertise

SOLUTION:
Iron Mountain Data Centers

VALUE:
- Exceptional range of carriers and internet exchanges
- Outstanding green credentials and compliance certification
- Industry-leading responsiveness and expertise

Yisp offers high-quality affordable hosting and high-volume traffic solutions based on industry-leading hardware, switching equipment and availability levels, located in Amsterdam.
The Yisp team first came across Iron Mountain as the company was expanding its services – in particular, its large bandwidth bespoke network solutions.
"We started out with a mix of locations, then we needed more space, moving from simple data centers to more professional ones when we started our own network," says Rens Ariens, Yisp Founder and CEO. "We saw demand for more high-bandwidth solutions and needed our own network based on a good range of carriers."
"When we talked to Iron Mountain we liked them," says Ariens. "They had an AMS-IX PoP and they also had all the carriers we needed for immediate and future needs."
"The facility was extremely professional-looking and well-certified, and was one of the greenest data centers in the world, something we could sell to our customers. It also housed lots of international customers, another thing our customers like. And it was just a few kilometers from our other sites, giving us the potential for failover fiber connections. We wanted new networks with better quality and a better price and that's what we got."

MORE TRAFFIC & MORE WAYS TO CONNECT

> THANKS TO A GREAT EXTENT TO IRON MOUNTAIN WE HAVE BEEN ABLE TO DELIVER A HIGH-QUALITY NETWORK WHILE KEEPING COSTS TO A MINIMUM.
>
> – RENS ARIENS, FOUNDER AND CEO, YISP

At the time, there was an offer of a free full rack if you bought a 10 Gig peering port. Yisp took advantage of this offer, creating their second core network location.

Since then the relationship has grown and grown, with Yisp's infrastructure footprint growing by over 400% in the last three years alone.

Today, Yisp runs over 20 racks with 2 Tbps capacity in total, 100G of which runs via AMS-IX to support high speed traffic on their own AS network.

The Yisp network has grown substantially and the company works with a selection of network service providers for connectivity services like Transit.

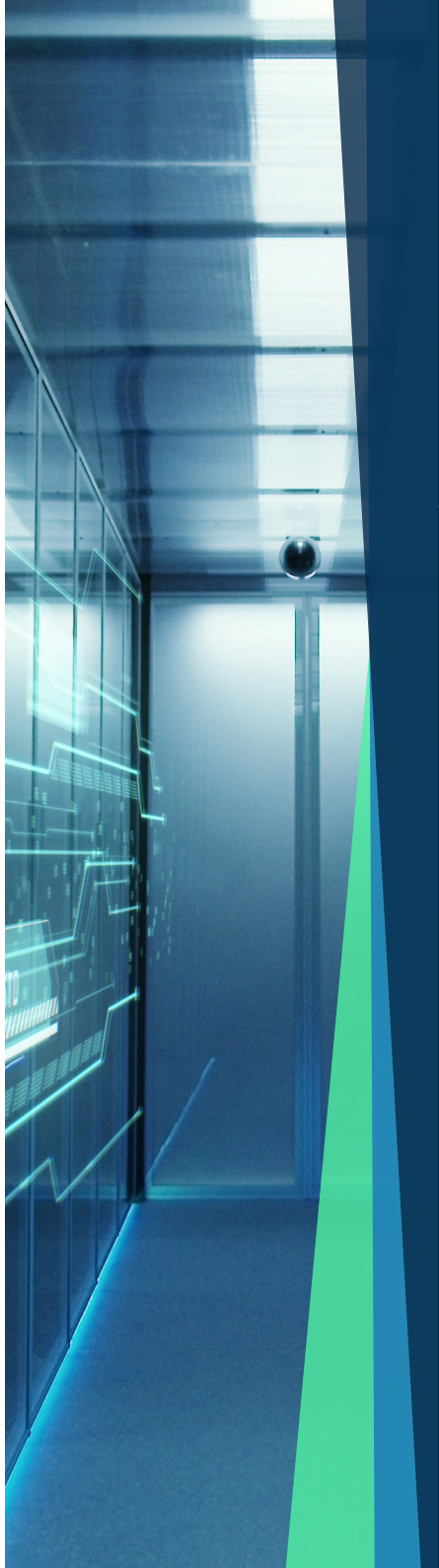
"We leverage our network capacity to offer custom solutions - in particular for video and media customers and for customers who need large bandwidth backup solutions," says Ariens. "Next to having an AMS-IX pop, Iron Mountain also houses many of our largest peers, which has been great for us as we now have private peering connections with them."

"The Iron Mountain carrier ecosystem is extremely valuable," says Ariens. "Getting everyone to peer in the carrier-rich meet-me room is definitely good for our business. Thanks to a great extent to Iron Mountain we have been able to deliver a high-quality network while keeping costs to a minimum, and they are also well placed to help us with the next technical challenges in our development."

Yisp works with a lot of data center providers, but Rens Ariens believes that Iron Mountain stands out from the crowd in terms of service.

"Iron Mountain is simply much faster than other players, where sometimes requests take weeks to process. Over the years we have established a great working relationship with a single point of contact in the AMS-1 facility and things always get done within the required timeframe. This is what we need - real people with real faces, who take personal responsibility."

> "Getting everyone to peer in the carrier-rich meet-me room is definitely good for our business. "



IRON MOUNTAIN®
DATA CENTERS

WE'RE HERE FOR YOUR CHANGING BUSINESS NEEDS

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ABOUT IRON MOUNTAIN

Iron Mountain Data Centers operates a global colocation platform that enables customers to build tailored, sustainable, carrier and cloud-neutral data solutions. As a proud part of Iron Mountain Inc., a world leader in the secure management of data and assets trusted by 95% of the Fortune 1000, we are uniquely positioned to protect, connect and activate high-value customer data. We lead the data center industry in highly regulated compliance, environmental sustainability, physical security and business continuity. We collaborate with our 1,200+ customers in order to build and support their long-term digital transformations within our 3.5M SF global footprint spanning 3 continents. For more information, visit **www.ironmountain.com/data-centers**.

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