

CASE STUDY



Datapipe paves the way for EducationCity's expansion to China and Beyond

ORGANIZATION:

EducationCity provides educational software to schools and homes, transforming teaching and learning in language arts, science, math, computing, and English as a second language for elementary students around the globe.

CHALLENGE:

Establishing a long-term China-based hosting solution for international expansion

SOLUTION:

A Datapipe managed data center and hosting solution paired with Datapipe's on-the-ground support and expertise to navigate the complex regulatory requirements set in place by the Chinese government.

DATAPIPE

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FINDING THE PERFECT PARTNER

SNAPSHOT

EducationCity is transforming teaching and learning in language arts, math, science, computing, and English as a second language for elementary school teachers and students. The company provides creative tools and engaging educational activities, all with interactive elements that are easily accessible online. The company provides these unique tools to more than 15,500 schools across the globe.

THE CHALLENGE

After successfully rolling out their educational materials to schools in the UK and US, EducationCity turned its sights to international markets, in particular China. Hosting and deploying its software in the UK and US was straightforward compared to what the company faced with an expansion to China. EducationCity had been operating in China for around five years, initially settling on hosting their Asia-specific teaching tools and educational activities in data centers in the US and UK. However, this approach didn't offer a long-term solution as it created issues with latency and performance. Knowing they needed a China hosting solution, the company looked into private and public cloud offerings in China. However this was met with a tangle of legislative and regulatory roadblocks that the team didn't have the capacity or expertise to address.

THE SOLUTION

To help navigate the many hurdles the company faced in expanding to China, EducationCity turned to Datapipe. Datapipe has deep experience in the Asia-Pacific market. The company opened its Datapipe Asia office in 2005 and has since provided on-the-ground support out of the company's Hong Kong office and data centers in Shanghai, Singapore and Hong Kong. This experience made Datapipe an easy choice for EducationCity when seeking help for their move into China.

The main roadblock EducationCity faced when expanding to China was the complex regulatory requirements set in place by the Chinese government. EducationCity worked with Datapipe contacts in both Hong Kong and Shanghai to navigate the legal landscape and help smooth EducationCity's entry into data centers in Shanghai. Says EducationCity Technical Director, Graham Lyden: "Datapipe was really good at guiding us through the move to China and helping us get the right sign-off from various government authorities. We wouldn't have been able to do it without their on-the-ground support and expertise."

RESULTS & BENEFITS

- Faster deployment due to Datapipe's expertise with complex regulatory requirements in the pacific market
- Reduced overhead costs due to on-the-ground service from Datapipe
- Expanded service offering to China without increasing internal staff coun

OPERATIONAL IMPACT

The entire process from engaging with Datapipe to overcoming the complex procedures involved with hosting in China, getting contracts signed, and deploying EducationCity's software in China only took six months. Now, because of Datapipe's on-the-ground presence and experience in deploying public, private and hybrid environments in China, EducationCity is available in primary schools across the region. Additionally, EducationCity was able to utilize Datapipe Asia as an extension of their IT team, saving them the substantial overhead costs associated with opening a satellite office.

"When we first talked about moving to China, it always seemed like a big investment. We would have needed expertise on the ground and an army of translators," says Lyden. "Datapipe has taken care of all of this for us in a straightforward and effective management process. For us, using Datapipe was low risk. Initially it was only an investment of our time and that time was more than worth it. Now all set-up and live, the benefits of the Datapipe service continues for EducationCity. The technical issues of long latency times and poor performance we previously faced are a thing of the past, which is great for both our customers and our IT team."

Datapipe's presence and understanding of data center and hosting operations in China helped EducationCity move in to this new market while saving time and money. As EducationCity continues to expand into new markets, including India, Australia and the Middle East, Datapipe will be there to help with the transition.

DATAPIPE

A next generation MSP, Datapipe is recognized as the pioneer of managed services for public cloud platforms. Datapipe has unique expertise in architecting, migrating, managing and securing public cloud, private cloud, hybrid IT and traditional IT. The world's most trusted brands partner with Datapipe to optimize mission-critical and day-to-day enterprise IT operations, enabling them to transform, innovate, and scale. Backed by a global team of experienced professionals and world-class interconnected data centers, Datapipe provides comprehensive cloud, compliance, security, governance, automation and DevOps solutions. Gartner named Datapipe a leader in the Magic Quadrant for Cloud-Enabled Managed Hosting.

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