

CASE STUDY

EQUINIX, ONTARIO SYSTEMS AND DATAPIPE



Ontario Systems transformed its IT and interconnection infrastructure to support the company's VoIP solutions from a multicloud platform at its digital edge for greater customer performance with lower cost.

Executive overview

Ontario Systems is a leading provider of revenue recovery software and solutions to the revenue cycle management (RCM), accounts receivable management (ARM) and government markets. Its integrated SaaS customer contact management platform, Contact Savvy™, required an IT and interconnection infrastructure transformation to support the company's VoIP solutions, which are served from a multicloud platform at its digital edge. It found a high-performance, reliable and cost-effective solution leveraging Datapipe managed services and Equinix colocation and interconnection. As a result, Ontario Systems improved its efficiency and call quality and reduced costs for its customers.

“The results to date have exceeded our expectations! The combined Datapipe and Equinix interconnected IT and multicloud solution has consistently demonstrated its performance levels with two milliseconds latency between AWS and other clouds, rivaling the best internal LAN.”

Kevin Keathley, Director of Cloud Delivery, Ontario Systems

Business challenge

Fueled by a commitment to help its customers grow and prosper, Ontario Systems wanted to reduce customer networking complexity and cost. Many of its customers housed routers in Ontario Systems' data center and paid for expensive dedicated fiber lines to access the Contact Savvy system. Ontario Systems needed to consolidate multiple connections to cloud service providers (CSPs) and customers through a single provider so they could cost effectively spin up fast and secure connectivity to multiple CSPs via an individual location.

Business Results

- Consistent, single-digit latency (2 milliseconds) between multiple clouds, resulting in greater call quality
- Up to 50% lower networking costs for a customer to reach Ontario Systems
- Increased reliability with no single point of failure
- Faster time to market—customer connections can be provisioned in hours rather than days
- A more scalable VoIP call management system to continuously expand application capabilities and add new customers



ONTARIO
SYSTEMS

About Customer

Ontario Systems is a leading provider of revenue recovery software and solutions to the revenue cycle management (RCM), accounts receivable management (ARM) and government markets.

Learn more at:

Ontariosystems.com

The Solution

Ontario Systems is a longtime customer of Datapipe, harnessing its hardware and IT infrastructure, cloud, security and compliance managed services within Datapipe facilities. Ontario Systems' cloud-based Contact Savvy SaaS platform includes VoIP-based applications (e.g., automated/manual dialing, automated call distribution, and interactive voice response and recording) that require high-performance, low-latency connections to maintain consistent call quality. Contact Savvy leverages Amazon Web Services (AWS) for high compute, memory, I/O and compliance capabilities to support Ontario's real-time application services and back-end processes.

Ontario Systems needed an optimal interconnection architecture for its multicloud infrastructure that also allowed for private connectivity to many of its large customers. However, with a latency-sensitive, real-time application, physical geography was a key variable for success. Ontario Systems required a colocation and interconnection partner where Datapipe and AWS both had a point of presence. Equinix provided Ontario Systems with the perfect solution in two of its International Business Exchange™ (IBX®) data centers.

Ontario Systems first deployed its network switch stack at the Equinix Ashburn DC10 facility, which has one of the largest internet peering points in the industry. It leveraged an Interconnection Oriented Architecture™ (IOA™) strategy deployed on Platform Equinix to interconnect to its customers and network and cloud service providers using direct and secure connections. The company also interconnected DC10 to its IT infrastructures that were being managed in other Datapipe facilities.

The Equinix Cloud Exchange™ provided virtualized, private network connectivity between Ontario's network and its cloud partners. This allowed Ontario Systems to develop a high-speed (10 Gbps), highly redundant Ethernet fabric that connected to more than 600 carriers across a dozen data centers on the Equinix Ashburn campus. That interconnect fabric gave Ontario Systems the key element of its network design—a unified network architecture that supports its multicloud solution, as well as private connections to its customers.

Ontario Systems provisioned two active-active 10 Gbps ports on the Cloud Exchange to provide greater service reliability to its customers in the event of a network failure. Its telephony provider, Ampersand, enabled Ontario Systems to decommission its costly virtual private networks and replace them with less expensive virtual circuits for its "production plumbing."

As a result, Ontario Systems gained a higher-performing, more resilient and cost-effective network infrastructure, improving its ability to deliver higher-quality, lower-cost VoIP services to its customers.

"Datapipe and Equinix have helped us to be better positioned for the future. We have a solid strategy for our products, as well as our cloud infrastructure, architecture and vision."

Kevin Keathley, Director of Cloud Delivery, Ontario Systems



DATAPIPE



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Value Realized

The upgrades to its interconnection infrastructure brought Ontario Systems' contact management platform closer to its customers, delivering less than 50 milliseconds (ms) latency. The more efficient network infrastructure resulted in costs savings for both Ontario Systems and its customers – up to 50% savings for a customer when connecting to the Contact Savvy platform. Ontario Systems also built its IT and interconnection infrastructure with Datapipe and Equinix from the ground up, with high availability. There is no single point of failure throughout the entire system.

Private, virtualized interconnection to the Cloud Exchange also made it easier for Ontario Systems' customers to connect to the Contact Savvy platform. Now, Ontario Systems and its customers can provision and manage those connections via software—versus placing routers in the Ontario Systems data center—and leverage the scalability of cloud to support more customers and services.

There are also security advantages to the decision to deploy a 100% cloud solution. Ontario Systems is required to encrypt and store all voice recordings from its customers, as well as sensitive accounts receivable and personal identification data to meet compliance standards (e.g., PCI, DSS, HIPPA). The combined Datapipe and Equinix platforms allowed Ontario Systems to harness direct and secure multicloud interconnection to meet these and other privacy requirements. Datapipe and AWS compliance services also enabled Ontario Systems to comply with its regulatory obligations.

The next step for Ontario Systems is to replicate its IT and interconnection infrastructure at DC10 in an Equinix San Jose data center for greater proximity to customers and cloud and network providers on the West Coast.

Key Takeaways

Ontario Systems found the ideal combination when partnering with Datapipe and Equinix to build its Contact Savvy multicloud infrastructure for its customers. Datapipe and Equinix IT infrastructure and interconnection solution and services gave Ontario Systems and its clients:

- Greater performance with 2 ms cloud-to-cloud latency and less than 50 ms latency to customers, optimizing call quality
- Increased reliability, with no single point of failure to keep running during a system or network failure
- Up to 50% lower network costs when connecting to networks, clouds and customers
- More scalability to continuously expand application capabilities and add new customers
- Faster time to market by easily spinning up new partner and customer connections in just a matter of hours, rather than days



About 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.

Learn more at [Datapipe.com](https://www.datapipe.com)

About Equinix

Equinix Inc. (Nasdaq: EQIX) connects more than 9,500 companies directly to their customers and partners inside the world's most networked data centers. Today, enterprise, cloud, networking, digital media and financial services companies leverage the Equinix interconnection platform in 44 strategic markets across the Americas, EMEA and Asia-Pacific.

By connecting directly to their strategic partners and end users, customers are forming dynamic ecosystems inside Equinix. These interconnected ecosystems enable companies to optimize the performance of their content and applications and protect their vital digital assets.