

State-of-the-Art Managed Services

LBi offers its clients end-to-end digital service, which includes design, hosting, maintenance and support. In Interxion they found a perfect partner to support their ambitions.

The Challenge

With a growing client list which includes brands like Barclays Bank, Bauer Consumer Media, Centrica, Corus, Formula1.com, Mazda and Red Bull Racing, LBi needed to expand its London data centre capacity. The agency also needed high-density power to support server virtualisation, a technology refresh that requires the latest power-hungry blade servers.

“Our managed services division is a growing and profitable area, and we urgently needed not only more space but space of the right sort,” said John Russell, Managed Services Partner, LBi. “Our existing London data centre provider was not only full but was also unable to satisfy our growing need for high-density power deployments.”

The Solution

Following a thorough review of the market, LBi selected Interxion to provide the equipment housing and connectivity to drive their managed services operations forward.

With a 13 MVA redundant grid supply, Interxion’s City of London facility supports high-density power configurations as standard. This enabled LBi to deploy blade server technology and to roll out a new redundant and energy-efficient VMware infrastructure. As a member of Interxion London’s customer community, LBi was also able to access up to 28 carriers and ISPs under one roof, including the London Internet Exchange (LINX).

“Because of their carrier-neutrality, Interxion can offer access to an impressive list of network providers, which will help us keep our customers’ options open and minimize IP transit costs,” said John Russell. “We host a lot of high-profile multimedia sites that devour bandwidth, such as FHM and Formula 1, so we were already members of LINX. Having a ready-made LINX PoP in the data centre allows our customers to continue to connect directly to the heart of the Internet.”

“By a stroke of good fortune, not only were Interxion ideally equipped to provide us with world-class infrastructure, but they were also right next door to our offices. When you come across facilities of this calibre on your doorstep, you know that the partnership is defined to succeed.”

LBi



What LBi does...

LBi is a global digital marketing and technology agency, blending insight, creativity and expertise to solve business problems. The largest genuinely full-service agency of its kind in Europe, LBi provides the full range of digital capabilities, including digital strategy, content, service design, media, CRM, technology, managed hosting and support services.

www.lbi.com

What Interxion delivered...

- Best-in-class equipment housing with the ability to scale and reconfigure space as required
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- High-density power configurations as standard
- Guaranteed power availability up to 99.999% with N+1 backup generators and cooling and 2N UPS
- Direct access to 28 carriers/ISPs and networks including LINX
- ISO 27001-certified information security management systems
- A range of other optional services, including hands & eyes, monitoring, connectivity, hosting and backup and restore

About Us

Interxion is a leading European operator of carrier-neutral data centres and managed services. We serve our customers from 26 facilities located in 13 cities across 11 European countries.

Every Interxion data centre meets the most stringent industry requirements, offering the highest levels of security, power availability and energy efficiency.

Interxion's customer community also has access to 18 major European Internet exchanges and over 350 carriers/ISPs giving exceptionally convenient, cost-effective and reliable connectivity.

Our Customers

Over 1,100 organisations, ranging from global carriers and ISPs to leading FMCG and financial services firms house their mission-critical infrastructure with Interxion, including:

- Akamai
- BT
- Cable & Wireless
- Coca Cola
- Fortis
- HP
- IBM
- Level3
- Nasdaq OMX
- Real Networks
- RTL Interactive
- Sage Software
- Siemens
- SunGard

Quality of Service

Over and above expert local staff, Interxion provides a unique European Customer Service Centre (ECSC) that monitors customer security and systems 24x7 and provides quick-response support in five languages.

Following a rigorous independent assessment process, Interxion has been awarded ISO 27001 for Information Security Management Systems and Business Continuity.

Contact Us

To find out more about our facilities, and our full range of services and solutions, please contact us with your requirements:

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Accreditations & Associations



Cofounder EMEA Chapter,
Uptime Institute



the green grid™
member

Contributor Member,
The Green Grid



ISO 27001-accredited
Information Security
Management Systems



Contributor, EC Joint
Research Centre on
Sustainability



Patron of the European
Internet Exchange
Association