

The Key to High-Performance Content

RTL Interactive GmbH provides premium online content of every type – from TV to video on demand to social networks. To maintain and extend their leadership, they have worked with a reliable, expanding and extremely well-connected data centre partner since 2006.

The Challenge

With over 500 million page impressions per month, RTL.de is one of the most popular online services in Germany. RTL Interactive GmbH produces and manages content for the site. In 2006 they diversified, launching a video portal - clipfish.de. The popularity of the portal put a lot of pressure on server capacities, bandwidth, transmission costs and power.

“Early on it was clear that that we could only succeed with an external partner. We looked at different providers, and Interxion had the best offer to fulfil our technical, contractual and organisational needs,” says André Knegt, Head of IT and Infrastructure, RTL Interactive GmbH.

The Solution

RTL Interactive deployed their first Interxion-based servers in February 2007 with a single 19” rack; another rack was ordered soon after; by the end of the year, they had ordered a complete cage with 30 square metres. As they launched new services, their requirements increased exponentially. In 2007 the video-on-demand portal RTLNOW.de was launched - now Germany’s leading video on-demand portal. The same year they launched social networking site wer-kennt-wen.de, which now has over 8 million members.

Today, via over 300 servers, RTL Interactive delivers approximately two Petabytes of data - 2.000.000.000.000.000 Bytes – every month. The scale of their success increased the scale of the challenge they faced, but Interxion continued to deliver.

“Interxion is always quick off the mark and reacts flexibly to our sometimes extremely dynamic technical, contractual or organisational requirements. As quick as a flash, Interxion presents reasonable solutions that are implemented quickly and capably afterwards. With their flexible expansion options, Interxion allows us to expand comfortably, in line with growth.” says André Knegt.



What RTL Interactive does...

RTL Interactive, a wholly-owned subsidiary of RTL, bundles digital, interactive, and transaction-based business that goes beyond classic, commercial-funded free TV. The company develops innovative content, products and platforms that attract both the public and advertisers. The company manages online, mobile, teletext, media services (telephone and SMS premium rate services), licensing, and games publishing (PC and console games), as well as its subsidiaries Clipfish GmbH & Co. KG and verr-kent-den.de. www.rtl-interactive.de

What Interxion delivered...

- Best-in-class equipment housing with the ability to scale and reconfigure space as required
- Direct access to over 150 carriers/ISPs, as well as direct access to the DE-CIX Internet exchange
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- Guaranteed power availability up to 99.999% with N+1 backup generators and cooling and 2N UPS
- A range of other services, including IP Multi-homing and remote hands & eyes
- Redundant cooling equipment with free cooling maintaining temperature and humidity
- ISO 27001-certified information security management systems

The Key to High-Performance Content

Higher availability that lowers costs

To guarantee the highest end-user performance, RTL Interactive use Interxion's IP Multihoming Service (IMH). Data packages can be sent over a single port directly via the fastest route to the recipient. If a provider network fails, all systems and applications remain accessible with uncompromised performance, and traffic is routed automatically over another network.

Sharing the use of IMH with other customers also results in major cost savings. "Interxion was able to offer us a really interesting price per Gigabyte with a convincing price-to-performance ratio," says Knegt.

Unlimited scale

Interxion also provides peering opportunities via the DE-CIX Internet exchange, which is hosted in the company's Frankfurt data centre hub. This provides almost unlimited scalability.

"We started with a redundant Gigabit port. After a while we upgraded to two 4-Gigabit ports. Since autumn 2007 we have been using two 10-Gigabit ports at Interxion's Multihoming platform and two 10-Gigabit ports at DE-CIX. With new technologies like HDTV and broadband television taking off, the demand for Internet video content continues to rise, and the end is not in sight. Interxion is exceptionally well placed to support us here."

Helping hands

As part of their daily routine, RTL Interactive rely on Interxion's in-house Hands & Eyes service.

"If there is a network or hardware issue, we contact Interxion and within 30 minutes we get a response and support to solve the problem," explains Knegt. "I also appreciate being able to order components from third-party suppliers, which are then installed directly by the Hands & Eyes service. This means we don't have to send our own staff from Cologne to Frankfurt, saving time and money."

Growing together

When Interxion opened a new data centre – FRA 5 – RTL Interactive was one of the first customers to move in.

"The first 60 square metres were filled with servers, bit by bit, providing enough space for 12-18 months. But Interxion gave us an expansion option for another 60 square metres," explains Knegt. "The quality of the infrastructure and Interxion's flexibility, support, and sustained growth, give us confidence as we plan capacity increases for the coming months and years."

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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