



Agência Estado achieves lightning-fast market information delivery with Equinix

A global media company has transformed its network infrastructure and seamlessly integrated private and public cloud resources into a high-performance hybrid cloud, resulting in a better, more reliable customer experience.

Case Study





By establishing a virtual circuit to connect workloads between Brazil and New York while also integrating with public cloud services, Agência Estado reduced IT administration and network connectivity costs by up to 50%. It also increased application performance by cutting network latency rates by 30% and improving latency stability—all of which boosted the company's ability to deliver accurate, real-time market information to clients.

Challenge

Agência Estado delivers real-time market information that clients use to make financial decisions and operates workloads hosted in Brazil and New York. To provide customers with accurate information in real time, it needs to move data quickly and reliably across its sites. This was initially challenging using traditional network connections, which were costly to operate and resulted in poor network performance. In addition, maintaining physical environments in disparate locations increased the complexity of IT operations because the company does not have a specialized IT team based in New York.

Solution

Agência Estado modernized its network with Equinix Fabric® and fully digitized its New York infrastructure using Equinix Network Edge. It also transformed its infrastructure in Brazil by adopting a hybrid multicloud strategy using HPE GreenLake services positioned at multiple Equinix International Business Exchange™ (IBX™) data centers, as well as Google Cloud Platform™ (GCP) and Amazon Web Services (AWS).

Interconnecting globally distributed sites

Agência Estado was able to build a virtual circuit based on Equinix Fabric to deliver ultra-reliable, low-latency bandwidth between data centers in Brazil and New York, as well as public cloud resources hosted on GCP.

Modernizing legacy workloads

Agência Estado has transformed New York-based colocated workloads into digital products that the company's IT team can manage entirely remotely. The solution, which is powered by Equinix Network Edge, eliminates the need for costly and cumbersome on-site support. It also marked a significant step forward in the company's sustainability initiatives.

Building a true hybrid cloud

Rather than simply operating private and public cloud environments side-by-side, Agência Estado implemented a true hybrid cloud environment. It now uses Equinix and HPE GreenLake interconnection services to enable a centralized, unified control plane and provide greater flexibility when consuming infrastructure resources on demand.

“Agência Estado needed a way to continue operating private cloud resources with better connectivity, but without having to manage them using expensive legacy tools and processes or having difficulty connecting them to other workloads running in its public cloud environment.”

Rodrigo Simão, IT Director, Broadcast, Agência Estado



Benefits

Thanks to a fully modern approach to the cloud, Agência Estado is able to deliver better service to its clients, at a lower operating cost.

Reduced costs

Leveraging Fabric, Agência Estado reduced monthly networking costs by 30%, and migrating the physical environment to Network Edge saved another \$100,000 annually by eliminating the need to deploy operations staff on-site in New York.

Faster innovation

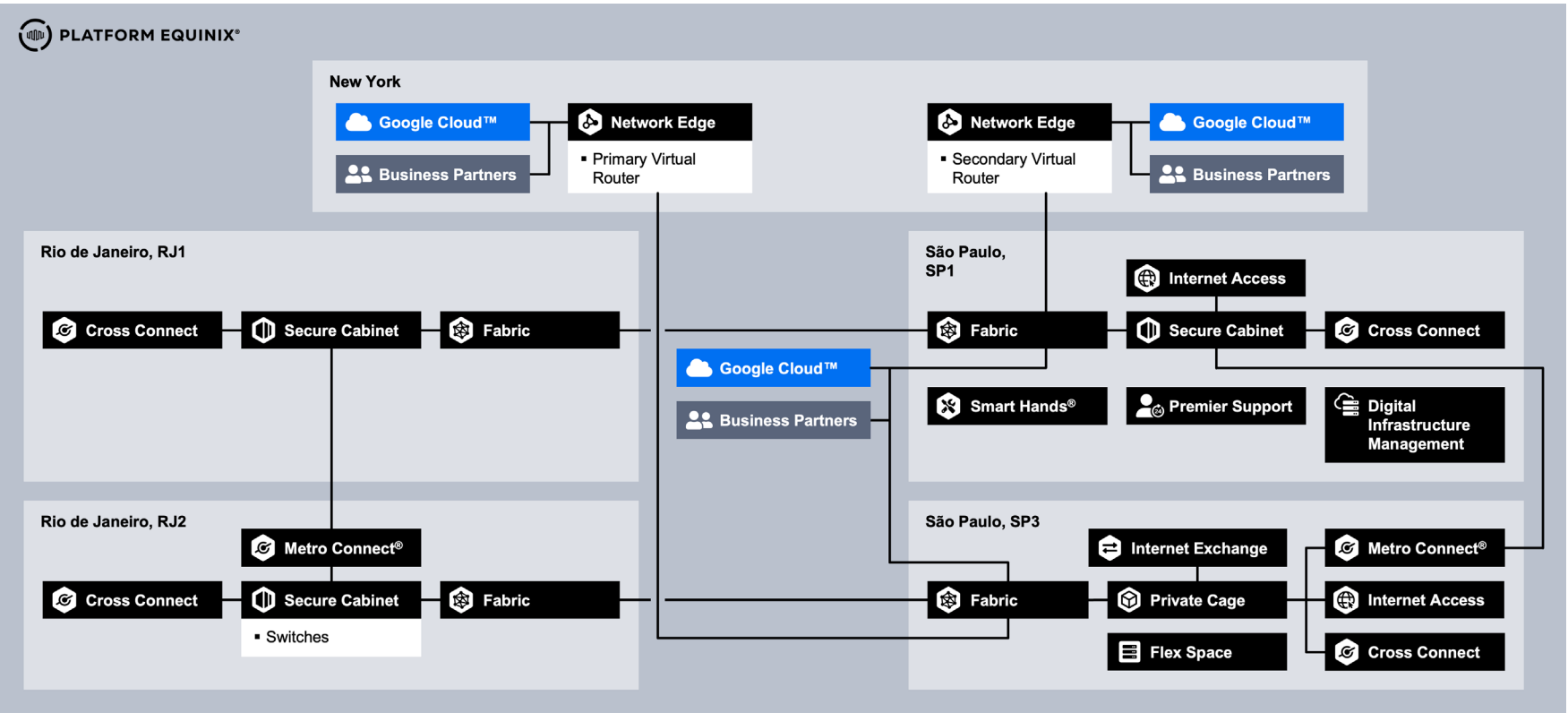
Managing remote workloads through a digital portal, the company significantly decreased the time IT staff spend detecting and troubleshooting problems. In turn, personnel can now focus on other, more productive tasks, such as implementing additional solutions for customers.

Enhanced user experience

Average latency rates decreased from around 160 to 90 milliseconds, enabling the company to deliver data to customers approximately 40% faster. The solution also improved network stability, helping to ensure that clients can access data whenever they need it.

Streamlined IT management

Instead of the burdensome task of managing private and public cloud environments separately, with different tools and processes, the business enjoys the advantages of a streamlined approach to IT administration across all segments of its IT infrastructure.



Solution components

Equinix Fabric

Equinix Fabric connects digital infrastructure and services on demand at high speeds via secure, software-defined interconnection.

Equinix Network Edge

Provides virtual networking services that run on a modular infrastructure platform, optimized for deployment and interconnection of both physical and virtual network presence.

Equinix Internet Access

Provides internet access in Equinix data centers using multiple Tier 1 internet service providers and Equinix Internet Exchanges.

About Agência Estado

Agência Estado is a Brazilian news agency headquartered in São Paulo, part of the Grupo Estado media conglomerate. It pioneered real-time online information distribution and provides electronic solutions for professional markets. Their flagship product, Broadcast, serves over 10,000 users, disseminating top-quality financial information nationwide. With its technological infrastructure and dedicated systems, Agência Estado ensures agility in content delivery and develops proprietary software with exclusive customization advantages.

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About Equinix

Equinix (Nasdaq: EQIX) is the world's digital infrastructure company®. Digital leaders harness Equinix's trusted platform to bring together and interconnect foundational infrastructure at software speed. Equinix enables organizations to access all the right places, partners and possibilities to scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value, while supporting their sustainability goals.

Equinix.com

Modernize your IT infrastructure with Equinix

Want to know how solutions like Equinix Fabric and Network Edge can help your organization take full advantage of modern cloud services and architectures? [Contact Equinix Sales](#) or download our white paper on hybrid cloud.

[Learn more](#)

