Gurunavi connects people, food and the cloud with Platform Equinix®

The online restaurant guide improves digital experience with faster networks, increased infrastructure capacity and flexible cloud options.

Case Study

A Japanese restaurant guide deploys high-speed, secure cloud connectivity with high-density computing to help restaurants digitize marketing and achieve operational efficiency.

Challenge

Gurunavi aimed to transform into a digital experience (DX) service provider by integrating CRM and restaurant management systems into its operations. To do this, Gurunavi required high-speed connections between its private and public cloud environments and a neutral, high-capacity data center that could easily scale to support future growth.
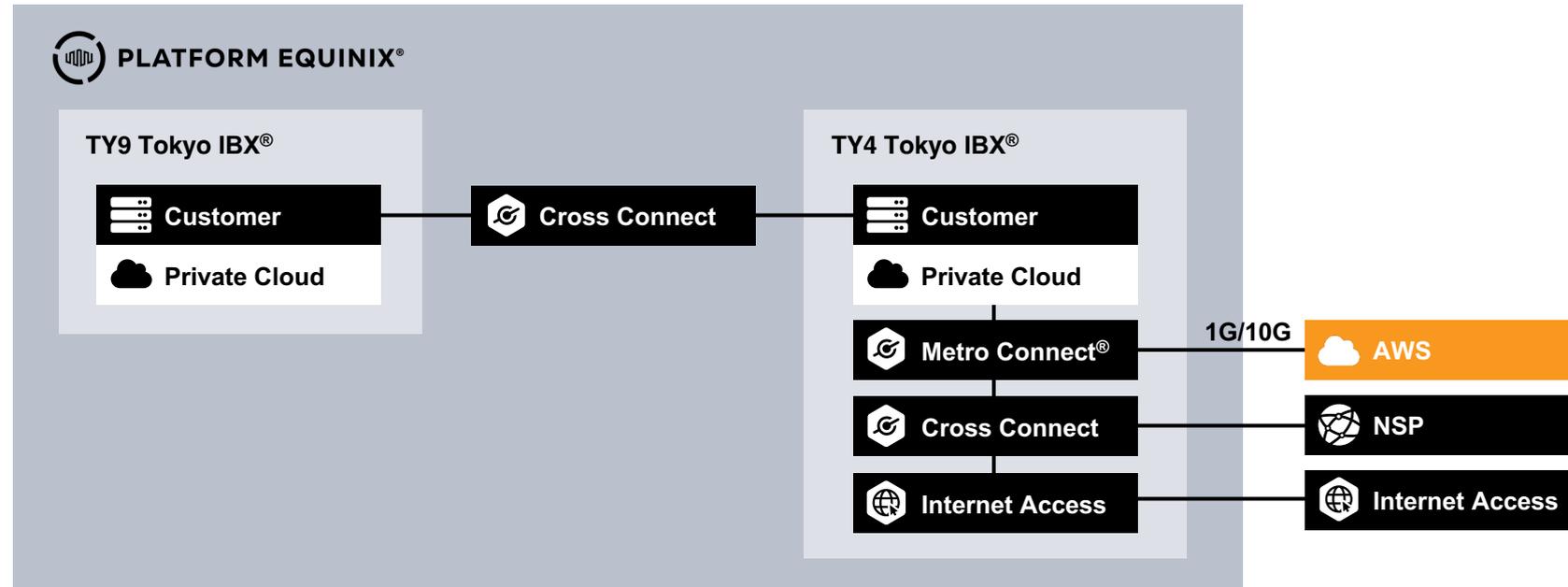
Solution

Gurunavi initiated its infrastructure transformation with Platform Equinix®, using the TY4 Tokyo International Business Exchange™ (IBX®) data center as a central network hub. This enabled the integration of network traffic over the internet and overseas ISPs while ensuring dependable, secure communications. Additionally, Gurunavi established point-to-point connectivity to AWS® on-site through Metro Connect®.

Two years later, Gurunavi expanded into the TY9 Tokyo IBX, a cost-effective and high-power capacity data center, to meet the growing power consumption demands of its high-density server farms. The two facilities were connected using Metro Connect to ensure low-latency data exchange.

Solution components

- **Platform Equinix**
  Enables reliable and secure communications across a digital infrastructure.

- **TY4 IBX**
  Creates a central network hub to integrate various network traffic.

- **Metro Connect**
  Develops point-to-point connectivity between public and private clouds.

- **TY9 IBX**
  Supports high-density server farms with a high-power capacity data center.

Platform Equinix brings speed and flexibility for future multicloud expansion

"To become a platform that connects people and all things related to food, Gurunavi is constantly strengthening its IT infrastructure. With Platform Equinix's innovative services, we can create this connection faster and safer."

Yuji Tsushima
Deputy Section Manager
Infrastructure Service Section
System Development Dept
System Development Div.

Benefits

With the new digital infrastructure built on Platform Equinix, Gurunavi can focus on expanding its digital services as it continues to connect customers with delightful dining experiences.

Seamless connections
With TY4 as a network hub, Gurunavi integrates multiple service providers and establishes direct connections with cloud providers for fast and secure data exchange.

Capacity for growth
The migration to TY9 boosted Gurunavi's data center power capacity by 1.5 times, allowing it to support an additional 250 virtual machines. The efficient use of rack space and optimized cost position the company for future growth.

Multicloud expansion
Platform Equinix provides the flexibility for multicloud interconnections with Equinix Fabric°, enabling Gurunavi's expansion with AWS and Google Cloud Platform™.

About Gurunavi

Gurunavi operates the online restaurant guide Rakuten Gurunavi. It has 32 million monthly visitors looking for information on more than 40,000 restaurants. With its purpose, '*Food: Satisfying People and Creating Connections*,' Gurunavi supports the food and beverage (F&B) sector with innovative services that align with the changing dining culture. It is a platform that connects people, things and events related to food, creating business opportunities and transforming the future of dining.

Gurunavi.com

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

Ready to get started?

Learn more about building a high-speed, secure, scalable cloud-neutral digital infrastructure. Contact your Equinix representative today.

Learn more

Drive your future forward on Platform Equinix®

Platform Equinix is where digital businesses bring together all the right places, partners and possibilities to create the digital infrastructure they need to succeed. It's the trusted foundation for digital infrastructure, enabling businesses to innovate and create value through our digital ecosystem of tools, technologies and capabilities from the most valuable partners and communities in the world.