

## Meeting Deadlines with Internap Performance IP™

*Delivering Best-in-Class Availability for the Publishing Industry*

### The Challenge

For enterprises using Web-based technologies for business-critical applications, connectivity is an essential part of the application performance chain. With revenues and customer or user satisfaction hanging in the balance, little compromise is acceptable when it comes to assuring that applications are available when required and perform at levels which meet or exceed user expectations.

A well-designed online application needs to function at close to 100% availability and with a level of responsiveness comparable to that of a desktop or locally hosted solution.

For applications directly associated with business operations, for example, eCommerce or Software as a Service (SaaS) applications, the consequences of an implementation that fails to meet customer expectations for availability or performance include lost revenues, higher operational costs and a diminished user-experience.

### Customer Overview

Digital Technology International (DTI) uses a SaaS-based model to deliver solutions to its target customers in the newspaper publishing industry. With a globally distributed customer base exceeding 2000 clients, DTI is well regarded and has a history of technical innovation and business success. DTI's solutions address the key business needs of the publishing industry and support Circulation, Content Management, Publishing, Advertising and Audience Targeting. DTI delivers value to its customers by enabling them to create and deliver targeted content faster, and more efficiently, than was previously possible.

DTI customers meet their on-demand publishing needs with a Virtual Desktop Infrastructure (VDI) environment delivered through DTI's cloud infrastructure. The fully managed network infrastructure uses hosting and provisioning of application modules and data services to reduce costs, accelerate implementation and provide operational flexibility to its customers.

### Solution Requirements

*Guaranteed Availability, Performance and Flexibility*

For DTI, the choice of an infrastructure partner was strategically important since one of the keys to success for their SaaS-based business model was guaranteed availability. With newspapers entrusting DTI with their ability to publish—a business critical application impacting both revenues

*“DTI’s customers require the assurance that their applications will be 100% available -- meeting their demands as round-the-clock news organizations. The Internap story of Performance IP, data centers, a content delivery network and managed hosting, gives our customers the confidence to move ahead with DTI.”*

### Industry:

Publishing, Software as a Service

### Proprietary Products:

With audience at its core, DTI delivers circulation, targeted marketing, multidimensional content publishing, advertising, and newspaper-specific financial management software to its global customers.

### Recent Innovations:

DTI Cloud is Digital Technology International's cloud computing strategy for providing Software as a Service (SaaS). It includes the hosting and provisioning of application modules and data services, and encompasses the full suite of innovative DTI multimedia solutions.

### Internap Products & Services:

Performance IP, CDN, Data Center Services, and Managed Hosting.



and customer satisfaction—DTI had a very high expectation to meet.

### Solution Requirements

*Guaranteed Availability, Performance and Flexibility*

DTI started by seeking a geologically stable location for its physical assets and settled on the four corners region of the US, one of the most stable areas known. The next step was to select a partner capable of providing the company with the type of data center facility that left nothing to chance in terms of assuring the highest level of availability possible. DTI selected Internap on the basis of its ability to offer a secure, highly redundant data centre environment with abundant access to bandwidth. With the decision on physical location and plant made, DTI turned to Internap for a connectivity solution. Internap's Performance IP™ solution was selected for its combination of cost-effectiveness and performance which allows DTI to use a single provider yet assure itself of always enjoying the highest level of network availability to the greatest number of endpoints at any given time.

DTI has also chosen to use Internap's Managed Hosting capabilities as it seeks to further enhance its ability to cost-effectively and reliably meet the dynamic needs of its customers.

### Solution Benefits

*Operational Efficiency and Customer Satisfaction*

To support its SaaS application DTI uses a bandwidth connection able to support speeds of up to 1Gigabit per second. This bandwidth delivered using Internap's unique P-NAP®

architecture provides DTI with access to multiple networks options from a single site, assuring access to viable network paths at all times. This physical architecture, working in seamless conjunction with Internap's patented route optimization software, enables identification and routing of DTI's traffic on the best performing network routes available at any given time.

In practical terms, DTI has experienced close to 100% network availability over the period since April 2009 when the SaaS application was first launched. For DTI this translates to very high levels of customer satisfaction and retention, keys to successfully growing a SaaS-based business.

The VDI infrastructure used by DTI customers is sensitive to delay. Therefore, DTI was focused on ensuring that the connectivity solution selected supported the lowest levels of latency possible. With the Internap solution the required latency performance levels are met and DTI customers enjoy the level of application responsiveness necessary to assure a satisfactory user experience.

For DTI customers, the benefits of high availability translate to capital-efficient operations enabled by a SaaS architecture which supports all of their key applications without the need for investment in equipment and human resources to support the infrastructure. The Internap Performance IP solution has worked so well for DTI that a number of their customers have chosen to further enhance the performance of their application suite by becoming direct users of Internap solutions as well.

### Reduced Churn and Positive Return on Investment (ROI)

With its best-in-class availability and network performance, Internap provides a solid Return on Investment (ROI) for DTI which has experienced churn rates of close to zero for its SaaS service. With Internap DTI has been able to avoid the direct loss of revenue and the costs of replacing revenue brought on by excessive churn. The company has also been able to avoid the costs associated with paying penalties for service that fails to meet the rigorous standards of the company's own SLA and better still to avoid the loss of goodwill and damage to brand reputation that accompanies poor customer satisfaction and an inadequate user experience.

### Bottom Line

Altogether Internap's performance solutions have allowed DTI networks to mitigate the performance risks associated with operating a SaaS based business and focus on delivering the type of solutions and services that make DTI a key partner and service provider for publishers doing what they do best – reporting the day's events and meeting advertiser deadlines.

For additional information, contact:

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