

DSTILLERY

CAGE COLOCATION, CROSS CONNECTS,
ANY2EXCHANGE® FOR INTERNET PEERING



Marketing innovator Dstillery uses CoreSite Cage Colocation and Any2Exchange® for Internet peering to accelerate data analysis and deliver targeted ad content to millions of consumers.

DOWN TO A SCIENCE

THE CHALLENGE

Finding scalable infrastructure for continuous expansion

Whether it's online pop-ups and paid search or billboards and TV, there's no shortage of ways for advertisers to reach their target customers. Choosing the right way, however, isn't always easy. That's why smart advertisers turn to Dstillery.

The New York-based firm is a pioneer in marketing technology, helping advertisers deliver hyper-targeted ads in real time to prospects using predictive marketing analytics derived from extensive data science. Providing that kind of marketing support requires collecting and analyzing massive amounts of data. And that process requires high-performance, rapidly scalable infrastructure.

"We store and analyze hundreds of billions of data points from a variety of sources to deliver high-impact advertising for our customers and the volume continues to grow," says Amit Gupta, Dstillery's VP of Infrastructure. "To maintain and expand that level of data management capability, we need a data center services partner that can provide exceptional performance and the ability to scale as quickly or slowly as our business requires."

SUPPORTING A DATA EXPLOSION

Over the years, Dstillery's business has evolved along with its customers' needs. As customers demanded faster delivery of hyper-local advertising content, the company obliged by adding more data points and new technologies.

At its founding in 2008, the company used small data center deployments near its

headquarters and ran all the operations internally. Shortly after, Dstillery adopted a cloud infrastructure, provided by a popular advertising exchange, to support the growing operation.

However, Dstillery's expansion soon surpassed its providers' capabilities, and the company knew it was time for the next step. *"In two years, we'd grown from 1 billion daily transactions to more than 5 billion, with no signs of slowing down," Gupta says. "It seemed we were constantly outgrowing our infrastructure and scrambling to find the next fix."*

In response, Gupta and his team set out to identify a new data center solution with modern facilities, close proximity to its preferred network partners, and a highly scalable infrastructure to enable unconstrained growth into the future.

"Based on our plans and projections for the future, it was imperative for us to find space in a carrier-neutral environment with access to big network providers," he says. "More importantly, we needed to be able to meet the highest SLA standards for availability and performance, since even a second of downtime would result in lost revenues."

THE SOLUTION

Like most businesses looking for new vendors and services, Dstillery shopped around and solicited recommendations from partners and colleagues to find the best fit. One of Gupta's more trusted colleagues introduced him to CoreSite and its comprehensive data center services.

"At first glance, the CoreSite facilities had everything we wanted—efficient power, great peering capabilities, and lots of room to grow," Gupta says. "But it was the



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Dstillery**

recommendation from one of our partners about the overall experience they had that really opened our eyes to the value CoreSite could bring to our business."

Today, Dstillery uses CoreSite cage colocation and the Any2 Exchange® for Internet peering to facilitate more than 50 billion daily transactions through its leading edge marketing operations, while better-preparing for future growth. CoreSite's colocation solutions offer unparalleled flexibility and custom-configured spaces that allow Dstillery to scale as its business commands.

"When we first deployed, we had just two racks," Gupta says. "Since then, we've grown to seven full cages with virtually no issues. That's something that simply wasn't possible for us in the past."

Meanwhile, CoreSite's Any2 Exchange® for Internet peering helps connect Dstillery with its choice of hundreds of global networks. It provides a reliable, cost-effective peering fabric to create faster data flows and increase the number of available data paths for decreased latency and better redundancy.

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CUSTOMER EXPERIENCE AND SOLUTION BENEFITS

Exceeding expectations

Many expectations came with being recommended to CoreSite by an esteemed colleague. Gupta's introduction to CoreSite set the expectation of a high-touch,

responsive customer team and stable, scalable technologies.

"From day one the CoreSite team was as excellent as advertised," he says. "Whether it's a specialist helping us get up to speed, or the remote hands resources helping taking care of time-sensitive operations, they are responsive and have gone above and beyond to make us feel like their most important customer."

In addition to a reliable, attentive staff, CoreSite is having a positive impact elsewhere in Dstillery's core operations. Gupta says that the low-latency, high-speed connectivity buys the company's advertising delivery system extra time to analyze and produce the most appropriate content for each recipient.

"CoreSite's solutions have helped us increase our network response times by as much as 25%," Gupta says. "That extra time allows our system to cross-reference a greater percentage of the hundreds of billions of data points we have stored for faster ad delivery and greater exposure for our customers."

Looking ahead, CoreSite is expected to play a pivotal role in Dstillery's future expansion. Gupta says the company's goal is to significantly increase its daily transaction figures, delivering more ads and more value to its customers and driving revenue for Dstillery.

"In the near future, we aim to execute more than 75 billion transactions per day," he says. "Everything about our experience with CoreSite—the excellent facilities, the reliable technology, and the knowledgeable staff—leads me to believe we'll hit that benchmark faster and with fewer challenges than we have planned. It's really an exciting time for us."



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DSTILLERY CASE STUDY AT A GLANCE

CHALLENGE

- Rapidly scale infrastructure to meet growth demands
- Enhance network performance for faster query response times
- Increase daily transactions and data storage volumes

SOLUTION

- Leverage CoreSite Cage Colocation to expand content delivery capabilities, increase storage capacity, and improve system responsiveness
- Adopt Any2 Exchange® for Internet Peering to allow multiple connections through a single physical port on the CoreSite network switch

RESULTS

- Expanded operations to execute more than 50 billion daily transactions
- Increased query response times by up to 25%
- Enhanced ability to instantly connect with preferred ad exchange partners
- Strengthened position for future growth

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ABOUT DSTILLERY

Dstillery is an intelligence-technology company that builds custom audiences from massive data sets to help brands and media companies achieve their marketing objectives. The company’s digital intelligence platform coupled with human intellect examines online behaviors at an atomic level and combines them with real-world actions to provide deep insights into consumer affinities across channels and the tools to take advantage of programmatic buying. Dstillery offers managed and selfservice solutions to more than a third of Fortune 100 companies. The company is distinguished by its people, its integrity, its commitment to service and its passion for good science, values shared by all of its 175 employees across eight offices in the US. For more information, visit www.dstillery.com.

