

Equinix emails and landing pages (unformatted) for CommScope

Equinix Case Study Promotion Emails - MC-113312-EN

Email #1

[subjects]

A: CommScope + Equinix: Making the case for MTDC migrations

B: CommScope and Equinix: Partnering for MTDC Success

[HED]

Data Center Migrations Are Complex. CommScope Makes Them Simple.

[body]

As a leading provider of multi-tenant data center (MTDC) space and interconnection services to some of the world's largest foreign exchange service providers, Equinix faced a complex challenge: **Latency equalization**.

More specifically, one of its clients had traders dispersed across an Equinix campus, with the matching engine separated from the traders. The client sought to upgrade the links from its traders' data centers to the matching engine and wanted to ensure identical latency performance for all users. In a migration that would take — all-in — just a few weeks. No easy task.

It turned to CommScope.

Working closely with Equinix, CommScope mapped out the existing infrastructure, the in-ground conduit between its buildings and the connectivity requirements at all endpoints, ensuring all links would be optically equidistant. It tapped highly experienced OSP connectivity professionals, too, as mass-fusion splicing left no room for error.

The project was an overwhelming success as well as an instructive process that proved *latency equalization in the outside plant is not just theoretical but doable*. With CommScope.

MTDC success is all about relationships. Forge your valuable links with CommScope.

To learn more about Equinix and its MTDC migration challenge and solution, [download our case study, CommScope and Equinix Demonstrate Power of Multi-Tenant Data Center Alliance](#).

GET THE CASE STUDY.

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Email #2

[subjects]

A: Successful MTDC migrations require the right partner

B: Equinix partners with CommScope for complex MTDC migration

[HED]

For Successful MTDC Migrations, CommScope's Got You Covered

[body]

When multi-tenant data center (MTDC) provider Equinix needed to perform latency equalization for one of its global foreign exchange clients, the challenge seemed daunting: Not only were the technical requirements complex, but as an underground OSP project, there was no way to test performance prior to deployment. Not to mention, the entire migration needed to be completed in just a few weeks.

To execute the migration, it knew it needed an expert partner. It found one in CommScope.

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Commented [Jerry S.4]: [Link to study.](#)

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Landing Page

[HED]

Data center migration success stories: Powered by CommScope.

[HED]

The importance of partnering with the right provider to design and execute a MTDC migration is critical for success. With so many complexities and variables — not to mention, a sizable ROI at stake — you need an experienced provider who can help you design and execute a strategy unique to your network.

Just ask Equinix, a leading provider of foreign exchange trading services, which needed to implement latency equalization across disparate facilities in a total migration that would take just a few weeks. It turned to CommScope to get the job done right.

Read about their challenges and the CommScope solution in our case study, [CommScope and Equinix Demonstrate Power of Multi-Tenant Data Center Alliance](#), which explains the importance of choosing the right partner to help you navigate the complexities of a MTDC migration.

Click [here](#) to access it.

Commented [Jerry S.5]: Link to study.

Commented [Jerry S.6]: Link to download