



DIGITAL REALTY | CASE STUDY

Connecting Rural America to the Cloud

MEMBER OWNED CARRIER OFFERS BUSINESSES ACROSS AMERICA

SECURE PRIVATE CLOUD ACCESS WITH DIGITAL REALTY'S SERVICE EXCHANGE

“INDATEL is the trusted provider for Fortune 500 companies in rural markets. Service Exchange lets us infuse existing fiber assets with significant new value for our customers.” - JUSTIN FORTE, VP OF SALES, INDATEL

AT A GLANCE

The Carrier

- INDATEL connects 700+ rural exchange carriers, 1100+ POPs and 275,000+ buildings with 100,000+ miles of fiber, linking rural to urban America
- Leveraging strength in numbers, INDATEL enables wholesale carriers to leverage the power of its rural fiber foot print to fulfil national RFP's
- INDATEL Members leverage INDATEL & Digital Realty Cloud solution to meet the demands of their government and enterprise clients

Objectives

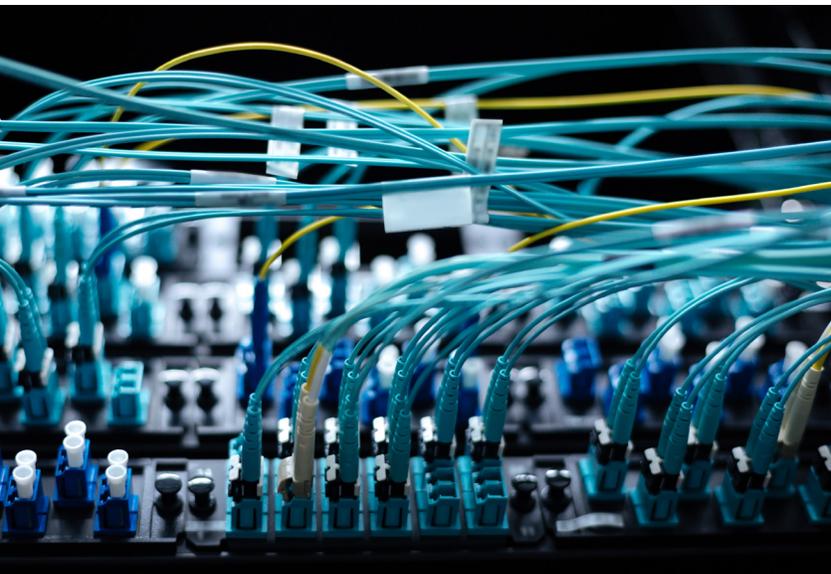
- Offer rural enterprises, hospitals, universities and local governments secure private cloud connectivity at reasonable cost
- Offer peer-to-peer connectivity among INDATEL member carriers
- Provide scalable bandwidth and avoid Internet congestion

Results

By choosing Digital Realty & Service Exchange, INDATEL:

- Lets member carriers offer their customers direct, private, secure connectivity to multiple cloud providers
- Eliminates the high set up fees and requirements of individual cloud providers
- Helps members update and diversify their offerings in changing times
- Business and technical deadlines are due to be met, with U.S. deployments expected to be live in 2018





Point-to-cloud empowerment

When it comes to providing voice and data services to big customers in rural America, INDATEL has always served its members well. Today those customers need cloud access. According to INDATEL's VP of Sales, Justin Forte, initial requests are most often for a particular cloud provider—say, Microsoft Azure or AWS, and they start out small—say, 1 gig. If you want to act as a reseller of cloud services, you're looking at a big monthly charge per cloud—about \$50,000 a month for a 100 gig board. To stay relevant, INDATEL needed to find a better way to empower its members as cloud connectors.

Peer-to-peer connection

Digital Realty's Service Exchange proved to be the perfect answer. Not only does it provide the point-to-cloud access solution customers were looking for, it delivers consistent, secure, private connections to multiple clouds. The solution is scalable—if bandwidth needs increase, so does capacity. And by joining Service Exchange, INDATEL members can effortlessly establish secure peer-to-peer connections among themselves.

Partnering for value—and revenue

To help INDATEL members' customers set up and profit from cloud connectivity, Digital Realty partners with consultant companies like Chicago-based IT-as-a-service provider Sentinel—and shares resulting revenue with INDATEL. DLR co-creates collateral to help INDATEL members explain and sell Service Exchange to their customers—and stands ready to meet needs for increased space and power that may result.

“The relationship between
INDATEL and Digital
Realty is a true win-win.

Our members’ sales
teams are far reaching
and well-respected.
INDATEL Members have
a trusted partnership
with their clients and as
cloud demands grow, so
do expectations. Service
Exchange is the right
point-to-cloud solution
that solves today’s
problems and provides a
path that is easily scalable
for future needs.”

– JUSTIN FORTE,
VP OF SALES, INDATEL



About

Digital Realty supports the data center and colocation strategies of 2300+ firms across its secure, network-rich portfolio of data centers located throughout North America, Europe, Asia and Australia. Digital Realty is uniquely positioned to deliver interconnectivity with a complete range of solutions on a global scale. Our customers trust the Digital Realty team to combine unparalleled collaboration, network-dense interconnection and real estate acumen to realize the unique power of community - from one rack to hyperscale - across the globe.

For Leasing Information

For a tour of our facility, complementary IT infrastructure consultation or sales information, call or email us at:

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