



IAAS STARTUP DEDICATED.COM GOES GLOBAL WITH JUNIPER NETWORKING

Summary

Company:

Dedicated.com

Industry:

Web Services

Business Challenges:

Manage fast and furious growth while meeting the infrastructure needs of healthcare, financial services, and online gaming.

Technology Solution:

- MX480 5G Universal Routing Platform
- QFX5100 Ethernet Switch
- EX3300 Ethernet Switch

Business Results:

- Fueled rapid business growth with high-performance infrastructure services
- Offered 100% uptime guarantee and no-cost DDoS protection
- Expanded service area nationally and internationally

Research shows that when new businesses survive their first five years, the odds of their success go way up. By that metric, Dedicated.com is primed for growth and long-term success. The privately held infrastructure services provider, launched in Los Angeles in 2013, has rapidly grown from a single location to six in the U.S., and a global expansion is currently underway. Dedicated.com relies on Juniper networking to deliver infrastructure services to healthcare, financial services, and online gaming companies.

Dedicated.com got its start when founder Robby Hicks was frustrated by his inability to find a high-quality hosting provider in Los Angeles for his gaming company. “Dedicated.com is built around providing the best infrastructure, best Internet connectivity, and the best facilities, combined into a single product,” says Hicks, president and CEO. “Gamers expect lightning-fast interactivity and zero downtime, and have no tolerance for lag or high latency.”

Today, new healthcare and financial services customers have joined loyal online gamers to fuel Dedicated.com’s continued growth. Dedicated.com offers premium IaaS services, including dedicated servers, virtual private server hosting, colocation, private cloud, and website hosting—backed by a 100% uptime guarantee and customer-first attitude.

“We provide the best infrastructure for everyone,” says Darin Stockman, operations manager at Dedicated.com.

“With a Juniper network, we can provide incredible experiences that aren’t available anywhere else.”

- Robby Hicks, President and CEO, Dedicated.com

Scalable Infrastructure to Power Growth

With widespread customer demand for high-quality IaaS services, Dedicated.com has expanded both nationally and internationally. In addition to data centers in New York, Chicago, Atlanta, Dallas, Los Angeles, and Seattle, the company is expected to be operational in Montreal and London by the end of 2019.

To meet its customers’ exacting expectations and fuel its growth, Dedicated.com built a world-class network. Data centers are designed for business continuity and application acceleration. Its Private Network Access Point architecture connects customers to 11 major bandwidth suppliers. Patented technology provides intelligent route control, delivering the best possible performance. The network is fail-safe, with full redundancy from the customer to the core.

The foundation is a Juniper network.

“Uptime is amazing with Juniper,” says Stockman. “That’s the No. 1 thing for us to deliver on customer expectations.”

The engineering simplicity of a Juniper network enables the Dedicated.com team to bring new customers up quickly and delivers operational efficiencies that impact the bottom line. The Juniper infrastructure works in perfect sync with Dedicated.com’s service orchestration portal so that when customers order new services, compute and networking are automatically provisioned.

“We’ve fully utilized the capabilities that Juniper provides,” says Matthew Nappo, COO at Dedicated.com.

An operational advantage is that Juniper routing, switch, and security devices run Juniper Networks Junos® OS. “We don’t have to learn new operating systems for each switch,” says Hicks. “Junos is the same across every platform.”

That familiarity is a huge advantage in a fast-growth business. When Dedicated.com adds more infrastructure or opens a new data center, the engineering and operations team know the drill. “With Juniper, we don’t have to rearchitect to add new services or locations,” says Nappo. “We can easily add to the network using the same process with no downtime.”

Dedicated.com uses Juniper Networks® MX480 5G Universal Routing Platform for its core network, and Juniper Networks QFX5100 Ethernet Switch and EX3300 Ethernet Switch for its data centers.

Built-in Protection from DDoS

Cyberattacks are a pain point for any service provider, but especially so for Dedicated.com with its roots in gaming. To protect its customers’ experience, Dedicated.com offers real-time DDoS attack mitigation at no cost.

“Our customers are constantly getting attacked, and we can stop it from happening,” says Nappo.

The MX480 routers work in concert with Corero SmartWall Threat Defense System to detect and mitigate attacks. MX Series routers send samples of incoming traffic to Corero, which instantly inspects every packet for a DDoS attack. If an attack is detected, Corero works with the routers to mitigate the threat. The Juniper routers filter traffic in real time, so legitimate traffic flows onto its destination without any performance degradation.

Welcoming Customers at New Locations

As the company moves forward with new data centers in Montreal and London, the leadership team has no worries about infrastructure scalability. Dedicated.com expects a flood of new customers from industries like healthcare and finance that require companies to host their data locally.

“With a Juniper network, we can provide incredible experiences that aren’t available anywhere else,” says Hicks. “Juniper’s capacity, stability, and scalability are exactly what we need to help grow our customer base, gain new markets, and expand into new regions.”

For More Information

To find out more about Juniper Networks products and solutions, please visit <http://www.juniper.net>.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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