



# EQUINIX AND TELSTRA CASE STUDY

## RACV boosts performance and increases efficiency, with interconnection-first strategy



RACV leverages Platform Equinix® to help meet future business goals, significantly increasing WAN capacity and cutting infrastructure management needs by 50%

### Business results

An interconnection-first architecture resulted in faster access to business-critical applications, including unified communications applications such as Skype for Business and real-time video

- Reduced infrastructure management time by 50%, while increasing internet capacity by 400% and wide-area network (WAN) capacity by 1,000%
- Established the foundation for a digital platform that sets up RACV for future expansion and innovation

### About RACV

RACV is the largest member organisation in Victoria. It operates in the areas of motoring and other transport; the home, leisure and travel; and retail. It provides products and services such as emergency roadside and home assistance; insurance and finance; resorts, other leisure and travel services; home security; drive school and vehicle inspections. RACV has more than 2,000 employees with its headquarters in Melbourne's CBD. RACV staff and contractors also serve member needs at shops and agencies all over Victoria, at the roadside, and in the home.

“One of the key benefits from the move to Equinix is a confidence that our underlying platform will deliver the services we require now and into the future.”

Craig Bailey, Network Team Lead at RACV

### Executive overview

Customer service is at the heart of the Victorian organisation, RACV. Founded in 1903, it's the largest membership organisation in the state and one of the most forward-thinking. Providing a great digital experience is central to its business strategy.

The relocation of its headquarters to the Melbourne CBD spurred a change in thinking about how its IT solutions and applications were being delivered. A “fit for purpose” mentality is in place, with cloud deployment front and centre in making the business more agile and responsive to member needs.

### Business challenges

RACV has aggressive business goals to roll out a number of new products and services for members in the near future. The ICT department, which consists of about 100 staff, is closely aligned to RACV's business strategy of rolling out new features and capabilities that deliver superior experience to both staff and end customers.

“The delivery of new services required us to rethink our IT strategy and bring our core platforms closer to where we could connect with key partners and cloud service providers,” Craig Bailey, Network Team Lead at RACV, said.

“Our data centre presence was not fit for purpose in terms of location, security, billing and our ability to deliver the standard of internet connectivity we needed,” said Michael Gill, RACV's Solution Architect. “We're moving more and more systems to the public cloud—including Office 365, Azure and Salesforce. There was an immediate need to increase connectivity to be better connected to these service providers in order to serve our members.”



The desire for larger WAN and internet connectivity at the Noble Park office, which housed the internally managed data centre, and at the new Corporate Head Office in the CBD prompted a fresh look at IT architecture with long-term partner Telstra, who recommended moving platforms from an on-premises data centre to a colocation facility.

“Equinix met all the requirements,” Gill added. “They ticked all the boxes, providing interconnection options and access to a gigabit speed links in the required timeframes.”

### Solution

When running its own data centre, the company had to spend time and resources on managing things like power, cooling and access control management. With Equinix taking over many of those concerns, RACV can now focus more on the services it provides to its members.

The infrastructure project was completed on time and on budget through Telstra Business Technology Services. Internet and key WAN link speeds have been increased to provide a better user experience and enable staff to provide even better service to RACV members.

RACV conducted a due diligence program when searching for a partner to manage its data centre needs, but Gill says it was a straightforward decision to go with Equinix.

### Value realized

RACV’s ICT team is committed to investing in and delivering an IT platform that enables business strategy execution. This means they need a platform that’s flexible, scalable and future-ready. If they want to connect to multiple cloud providers, they can do that. If they want to bring new services to market quickly, they can do that too.

The underlying platform now provides optimised, high-speed network access, options to expand as the business grows and connectivity to multiple business partners while still securing business and client data.

“Having an interconnection strategy has helped RACV become more flexible,” Gill said. “For example, if we need to connect to another public cloud provider or data centre somewhere else, we can do that. Because of the work we have done with Equinix and Telstra, we now have the confidence that when the business comes to us and says we need to deliver a particular service, we have a level of certainty in our underlying platform that we can deliver those services.”

### Key take-aways

By partnering with Equinix and Telstra, RACV boosted performance and decreased the hassles associated with managing its infrastructure, allowing it to focus on its future growth strategies.

- Leverage an interconnection-first strategy, enabling faster access to business-critical applications
- Decrease infrastructure management time by 50%, while increasing internet capacity by 400% and WAN capacity by 1,000%
- Create a foundation for a digital platform to position RACV for future expansion and innovation

### About Telstra

Telstra is a leading telecommunications and information services company. It offers a full range of services and competes in all telecommunications markets in Australia, operating the largest mobile and Wi-Fi networks. Globally, it provides end-to-end solutions, including managed network services, global connectivity, cloud, voice, colocation, conferencing and satellite solutions. With licenses in Asia, Europe and the United States, Telstra offers access to more than 2,000 points of presence across the globe.

For more information visit [Telstra.com](https://www.telstra.com)

### About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world’s leading businesses to their customers, employees and partners inside the most-interconnected data centers. In 48 markets across five continents, Equinix is where companies come together to realise new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at [Equinix.com](https://www.equinix.com)