PSYCHZNETWORKS

PSYCHZ NETWORKS TURNS UP SERVICES FAST WITH AUTOMATED GLOBAL NETWORK

Summary

Company:
Psychz Networks

Industry:
Hosting Provider

Business Challenges:
Deliver better experiences to customers needing more bandwidth and faster provisioning for gaming, financial services, e-commerce sites, and other digital services.

Technology Solution:
- *MX204, MX240, MX480, and MX960 Universal Routing Platforms*
- *QFX5100 Switch*
- *EX3400 and EX4300 Ethernet Switches*

Business Results:
- *Decreased order-to-deployment time for bare-metal servers to just 30 minutes with programmable Juniper network*
- *Scaled global network connecting 16 data centers over 6 Tbps lines*
- *Realized cost efficiencies with higher router port densities and lower power consumption*

Not all companies have the leadership and culture to be a market disrupter, but Psychz Networks (www.psychz.net) has made innovation its mission. Back in 2001, the company was a Web hosting pioneer; today it continues to deliver services like bare-metal servers, collocation, backup, content delivery, IP transit, and distributed denial of service (DDoS) mitigation to demanding customers across financial services, gaming, and e-commerce. Psychz Networks counts Verizon, Baidu, and XO among its 25,000 customers.

Turn Up the Bandwidth, Now

To meet growing demand for services, Psychz recently expanded its global network connecting 16 data centers to 6 Tbps lines. Psychz Networks relies on Juniper networking to deliver exceptional experiences to users anywhere in the world.

"Customer usage is more amplified than ever before," says William Lu, CEO of Psychz Networks. "Applications need more bandwidth, and we expect that even 100 gig isn't enough for the future."

Since migrating to Juniper networking for its global infrastructure, Psychz Networks can turn up computing power, storage, and Infrastructure as a Service (IaaS) offerings faster than it ever could before.

"Before customers would order and wait one to two weeks for implementation," Lu says. "With Juniper's network automation, a customer anywhere in the world can order a bare-metal server from our website, and it's deployed in 15 to 30 minutes."

Customer response to instant provisioning has been overwhelmingly positive. "Customers don't like waiting," Lu says. "They don't have the patience."

An agile global infrastructure lets Psychz Networks pivot as new opportunities emerge. "Having a Juniper network lets us target more niches that need computing power at a moment's notice," Lu says. "A Juniper network has been great for business."

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- William Lu, CEO, Psychz Networks

Security services, enabled by Juniper routing, is another offering that is producing new revenue streams. Psychz Networks protects customers with free DDoS mitigation with all bare-metal servers, ensuring their Domain Name System (DNS), Web applications, and infrastructure are always protected.

A Flexible Global Infrastructure

Psychz Networks uses Juniper Networks® MX960 Universal Routing Platform and Juniper Networks MX240 Universal Routing Platform for its global network, and Juniper Networks MX204 Universal Routing Platform for peering.

The MX204, a compact, high-density router with optimized power, keeps operating costs under control. "The density and power usage of MX204 routers have been very helpful in countries like Japan and Singapore where power is expensive," Lu says.

In Psychz Networks data centers, Juniper Networks MX480 Universal Routing Platform provides the foundation for delivering applications and services to customers. The line of Juniper Networks QFX5100 Switches provides aggregation and is deployed in a Virtual Chassis configuration for network resiliency and simplified operations. Juniper Networks EX3400 Ethernet Switch and Juniper Networks EX4300 Ethernet Switch are used for distribution.

Partner Delivers Racks and Stacks of Solutions

Rack n' Stack (www.racknstack.com) has been a trusted solution provider to Psychz Networks since the beginning; the two corporate headquarters are just blocks from each other in downtown Los Angeles. Rack n' Stack owner Steijn Stoltz makes sure that Psychz Networks always has the technology at hand to fuel a growing business.

"We were deploying new Juniper equipment really quickly, and Rack n' Stack took care of everything around procurement," Lu says. "We were able to stay completely hands off."

Rack n' Stack configures and ships Juniper equipment to virtually anywhere customers need. "Every device arrives assembled and configured so all the site has to do is plug it in," Stolz says. "Our goal is to help our data center customers go to market faster with new services so they can make money."

A Bright Future

Psychz Networks is looking ahead to its next growth phase, including expanding its services in the U.S. and Europe.

"We plan to introduce a new gaming service and continue with our on-demand services that attract new customers," Lu says. "With Juniper and Rack n' Stack as our network partners, we can deliver amazing customer experiences and compelling services that will keep our customer base growing."

For More Information

To find out more about Juniper Networks products and solutions, please visit 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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