

Housing Stardoll

Thanks to Interxion, Stardoll was able to scale its operations and expand its connectivity as and when needed.

The Challenge

“The number of Stardoll users was increasing by around 80,000 a day, and we simply needed more space to grow,” said Fredrik Nylander, CTO of Stardoll. “And to ensure stable, high-speed connections to the Internet, we also needed access to a range of leading carriers.”

The Solution

Stardoll selected Interxion for the move.

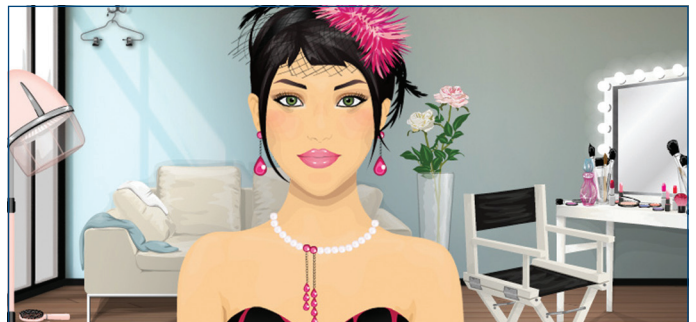
“Interxion’s facility in Stockholm became our second data centre as it met the requirements we had on both flexibility to scale and carrier neutrality,” said Fredrik Nylander.

Stardoll now has its own private suite at Interxion with the ability to grow on a modular basis as the facility expands. The mindset of not building for more than the current needs is the same for all Interxion’s 28 European data centres. To reduce both costs and power overhead, the data centres are completed in stages or ‘modules’ – a concept that also increases flexibility and scalability for customers whilst delivering market-leading Power Usage Efficiency (PUE).

Adjusting space, power and cooling according to immediate operational needs also has environmental benefits. Energy efficiency is a core operating principle at Interxion. The data centre has implemented free cooling infrastructure, which is more than 13 times as efficient as compressor coolers, especially in the relatively cold climate of Stockholm. From 11°C, it can contribute to cooling, and when the outside temperature is less than 2°C it runs at full capacity, so the free cooling runs at night for most of the year and during the day from November to April.

Another important factor for Stardoll was carrier neutrality.

“Our company depends on stable, fast connections to the Internet, so we appreciate having more peering choices when it comes to ISPs,” said Fredrik Nylander. “Interxion gives customers access to up to 20 network operators and ISPs as well as Netnod. This level of access and choice was another deciding factor.”



What Stardoll does...

Stardoll is the world’s largest paper doll site. Members can create their own paper dolls or style different celebrity dolls with virtual clothes and accessories. Stardoll has around 34 million members in over 200 countries with twelve million unique visitors to the site each month. Most users are in the USA and UK, although the Stardoll head office is in Stockholm.

www.stardoll.com

What Interxion delivered...

- Best-in-class equipment housing with the ability to scale and reconfigure space as required
- Access to 20 carriers/ISPs, including Netnod Swedish Internet Exchange
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- Guaranteed power availability up to 99.99% with N+1 backup generators and cooling and N+1 UPS
- High-power-density configurations for all servers
- Redundant cooling equipment with free cooling maintaining temperature and humidity and maximising energy efficiency
- ISO 27001-certified information security management systems
- Expert local staff on hand to advise at all times

About Us

Interxion is a leading European operator of carrier-neutral data centres and managed services. We serve our customers from 28 facilities located in 13 cities across 11 European countries.

Every Interxion data centre meets the most stringent industry requirements, offering the highest levels of security, power availability and energy efficiency.

Interxion's customer community also has access to 18 major European Internet exchanges and over 350 carriers/ISPs giving exceptionally convenient, cost-effective and reliable connectivity.

Our Customers

Over 1,100 organisations, ranging from global carriers and ISPs to leading FMCG and financial services firms house their mission-critical infrastructure with Interxion, including:

- Akamai
- BT
- Cable & Wireless
- Coca Cola
- Fortis
- HP
- IBM
- Level3
- Nasdaq OMX
- Real Networks
- RTL Interactive
- Sage Software
- Siemens
- SunGard

Quality of Service

Over and above expert local staff, Interxion provides a unique European Customer Service Centre (ECSC) that monitors customer security and systems 24x7 and provides quick-response support in five languages.

Following a rigorous independent assessment process, Interxion has been awarded ISO 27001 for Information Security Management Systems and Business Continuity.

Contact Us

To find out more about our facilities, and our full range of services and solutions, please contact us with your requirements:

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Accreditations & Associations



Cofounder EMEA Chapter,
Uptime Institute



Contributor Member,
The Green Grid



ISO 27001
IS 537141

BS 25999
BCMS 560099

ISO 27001 and BS25999-
accredited Information
Security Management &
Business Continuity Systems



Contributor, EC Joint
Research Centre on
Sustainability



Patron of the European
Internet Exchange
Association

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