

EQUINIX CUSTOMER SUCCESS STORY WEHKAMP



E-COMMERCE

Leading online department store in the Netherlands leverages Platform Equinix® and achieves a complete disaster recovery solution to support 24/7/365 operations

“Equinix is the provider that appeals to us because of their practicality and resolving power to think along with us as a partner.”

Robert Krahé, ICT Manager, Wehkamp



Business challenge

Wehkamp employs around 900 people in four different locations: head office, photo studio and two Logistics Service Centers (LSC) in Zwolle and Maurik. The high-tech LSC in Zwolle is the largest automated distribution center for online retail in the world.

At the company's head office, everything was previously stored in one location with in-house connections and an in-house data center. However, Krahé considered the risk of failure too high. Since the online store had to be accessible and operational 24x7x365, the company was extremely vulnerable to damage from a natural disaster at the head office.

Solution

To fulfill its main business requirement, the company began searching for a complete, external solution that was capable of providing a robust, reliable emergency plan. The company toured the Equinix International Business Exchange™ (IBX®) data center ZW1 in Zwolle to evaluate its construction and security measures.

The solution began with moving parts of the company's data center into an IBX data center as a leased colocation solution. The equipment within the data center is owned by Wehkamp and identical to the equipment at the company's head office. This allows Wehkamp to continue operations, while providing immediate access to disaster recovery equipment.

Apart from colocation, Equinix also provided a fiber-optic data connection between the Zwolle-based head office and other Wehkamp locations. As a result, the company's logistic center in Maurik can continue operations in the event of a natural disaster. From this location, a fiber-optic connection runs to the Wehkamp head office and the Equinix data center, separating the connections geographically. In addition, they enter the building at different points, resulting in higher availability.

Customer profile

With more than two million regular customers, 500,000 daily customers and more than ten million parcels sent out each year, Wehkamp is a specialist in online shopping. Its range of articles consists of more than 400,000 different articles from 2,000 brands, divided into the following categories: fashion, living & sleeping, gardening & DIY, household, electronics, toys & games, sport & leisure, and beauty & health.

Headquarters

The Netherlands, Zwolle



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Business results

“In order to achieve a robust and resilient system collocated within data centers that operate in conjunction and absorb each other in the event of disruptions, the necessary work has been done,” Krahé explained.

With Equinix, Wehkamp’s data centers are set up in such a way that they can continue the service in the event of a crisis or a disaster with emergency response equipment. The necessary fiber optic data connections have also been made between all of its locations.

“Interruptions in data traffic can be absorbed by other connections and this enables us to deal with disruptions in our services in these situations as well. Unfortunately, the so-called DDoS attacks often occur in the news. Here too we have taken the necessary measures with the help of Equinix. In this way we ensure that disruptions and digital threats are quickly recognized, and even more importantly, can be quickly resolved or prevented,” continued Krahé.

Equinix provides additional support to Wehkamp—including internet connections with Equinix anti-DDoS (distributed denial of service) services, and connections with our cloud service providers. By using an interconnection-first approach, the company re-architected for a digital edge, or closest to its users, to optimize multicloud connectivity, enhance security and reliability and boost performance.

“The specialists from Equinix have worked closely together with our infrastructure architects. The cooperation is good and has resulted in a solution we were looking to achieve. They have looked at our needs thoroughly,” clarified Krahé.

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 44 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

The Equinix Managed Services portfolio includes data center services, hybrid cloud services, security services and connectivity services. It gives organizations a flexible and affordable path to modernizing IT and deploying the latest technologies, safeguarded by the expertise of skilled professionals.

Equinix data centers meet the most stringent international certification standards for information security. The locations can accommodate enterprises seeking a professional, reliable and secure environment for outsourcing their IT infrastructure.

Learn more at

[Equinix.nl/managed-services](https://www.equinix.nl/managed-services)

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