

# GLOBAL DATA CENTER OPTIMIZATION FOR E-COMMERCE EXCELLENCE



In the rapidly evolving domain of online auctions, a leading international Consumer-to-Consumer (C2C) auction entity has emerged as a pivotal force, orchestrating transactions on a global scale. As the platform's global reach expanded, so did the demands on its data center infrastructure. The need for a comprehensive overhaul to support continuous growth and maintain high-quality user experiences led to a strategic partnership with Astreya, aiming to enhance data center capabilities across 22 global sites.

## Our Journey Together

The client, a giant in the online auction industry, faced significant challenges in scaling its data center support to meet the demands of its worldwide expansion. The collaboration with Astreya marked a critical step towards achieving unparalleled operational efficiency and reliability in their data centers, ensuring a seamless auction experience for users globally.



### BUSINESS CHALLENGES



The international C2C auction site was at a crossroads with its existing data center infrastructure, which was struggling to support the rapid expansion and complexity of its operations. The main challenges included:

- Insufficient support resources for the existing data center network spanning 22 global sites.
- Increased risk of network outages due to overextended data support capabilities.
- The need for enhanced monitoring and control mechanisms to prevent service disruptions and ensure customer satisfaction.

### ASTREYA IMPLEMENTED SOLUTION



Astreya's approach was to design and implement scalable physical networks that not only met the current needs but were also adaptable for future expansion. The solutions included:

- 3 expandable networks were developed, incorporating over 500 devices to enhance connectivity and resilience.
- Implementation of Building Management System (BMS) controls and monitoring across all data center locations, ensuring real-time oversight and management.
- Specialized control and monitoring capabilities at five large U.S.-based data centers, focusing on critical operational aspects.
- Extensive monitoring across 25 international Point of Presence (POP) locations, enabling a comprehensive view of the network's performance.
- Advanced power monitoring down to the Power Distribution Units (PDUs), facilitating detailed energy consumption analysis and optimization.

## DELIVERED BENEFITS



The strategic enhancements led by Astreya delivered significant operational improvements for the client, including:

- Centralized control and monitoring of all data centers and POPs, streamlining operations and reducing complexity.
- Minimized downtime, with early detection systems in place to identify and mitigate potential outages before they impact service.
- Reduced operating costs through efficient network management and improved data center uptime, contributing to a more sustainable and cost-effective operational model.

## THE TAKEAWAY



The collaboration between Astreya and the international C2C auction site exemplifies how strategic technological solutions can transform data center operations, ensuring scalability, reliability, and operational efficiency. Astreya’s innovative approach to network design and system integration provided the client with the tools necessary to monitor and manage their global data center footprint effectively, reducing risks and costs while enhancing service quality. This case study is a testament to the importance of forward-thinking and adaptable infrastructure solutions in maintaining competitive advantage and supporting continuous growth in the digital marketplace.

## CONCLUSION



Astreya’s partnership with the international C2C auction site has set a new standard for data center excellence, ensuring robust, scalable, and efficient infrastructure that supports the client’s ongoing growth and market leadership. The project underscores Astreya’s expertise in delivering comprehensive data center solutions that align with the dynamic needs of global enterprises.

## A word about our valued clients and the markets they serve.

**We are honored to support some of the world's most recognizable and innovative organizations.\*** Astreya partners with the world's most innovative and influential organizations, serving a diverse array of challenging vertical market segments and spanning numerous geographies. Our clients, leaders in their respective fields, rely on Astreya's expertise in navigating complex, ever-evolving technological landscapes, ensuring they remain at the forefront of their industries. Our collaboration with these esteemed organizations underscores our commitment to delivering exceptional IT and digital engineering solutions tailored to the unique demands of global market leaders.

\*Fortune 10 company names available upon request.

## About Astreya

**Astreya, a leader in managed services for two decades, offers innovative and reliable IT solutions to the world's most recognizable companies.** Our expert team of engineers craft tailored service plans that drive operational efficiency while transforming technology into an engine for growth and innovation within your organization - because excellence is always our promise. For more information, please visit us at [www.astreya.com](http://www.astreya.com).

