Cologix Access Marketplace

Simplify connectivity of your infrastructure with direct, private, virtual, on demand cloud access.

In today's fast-changing world, enterprises in every industry vertical must now focus on how to adapt to improve customers' and other end users' experiences through digital transformation. According to the RightScale 2019 State of the Cloud report from Flexera, 84 percent of enterprise respondents have a multi-cloud strategy. [1]

New applications in the cloud require flexible, high-bandwidth, low latency, and secure connections to operate effectively. Traditional internet connections can struggle to meet these needs, so dedicated or hosted connections through cloud onramps are emerging as the new solution.

[1] https://info.flexerasoftware.com/SLO-WP-State-of-the-Cloud-2019

Challenges in the Enterprise Sector

With changing market dynamics and rapid digital innovations, onsite networks have become costly, time intensive and less adaptable to keep pace. Aging hardware and complex software requires constant care to manage, update, scale, configure, migrate or put to rest, plus large capital and operating expenses to maintain each year.

Facing increased pressure to reduce IT costs and improve performance, enterprise management faces greater challenges than ever. Most organizations have developed hybrid and multi-cloud strategies to move applications and workloads to the cloud to improve operatonal efficiencies, increase flexibility and control costs. In fact, the hybrid cloud market is expected to grow from $36B (2017) to $171B by 2025. The market is on track—with 2018 hitting $44.6B, or a 22% growth over the previous year. [2]

Cloud strategies are critical and implementations are often complex, driven in large part by fears of quality, visibility, compliance, security and lack of control by enterprise IT leaders. Managing cloud costs is a top challenge and a top initiative for enterprises, yet cloud users continue to underestimate the amount of wasted cloud spend. Respondents estimated 27 percent waste, while Flexera has measured actual waste at 35 percent. [3]

[2] https://www.marketsandmarkets.com/PressReleases/hybrid-cloud.asp

[3] https://www.alliedmarketresearch.com/hybrid-cloud-market

Simple, Safe, Scalable Connectivity in Minutes

Now enterprise customers can find the control, flexibility and responsiveness they had in traditional networks with the performance they expect of private connections to the public cloud – on demand in minutes.

Software defined networking has shifted the paradigm for connectivity, allowing fast, easy, agile provisioning of services virtually when and where you need it. Automation is the key to optimizing workloads and instances while controlling costs.

Our new virtual cloud on-ramp solution, Cologix Access Marketplace, allows private, reliable, cost-effective connectivity to the cloud. Within existing Cologix owned interconnection hubs, customers can tailor secure connectivity to one or multiple cloud providers in minutes from an automated, on-demand, self-service portal without relying on the public internet for connectivity.

Our solution is a software-defined interconnection (SDI) fabric with automated, self-service management, which connects data center customers to cloud providers such as Amazon Web Services® Direct Connect, Google Cloud Platform™, Microsoft® Azure ExpressRoute, IBM Cloud™ and Oracle® FastConnect through direct onramps.

Features and Benefits

- Provision in minutes, rather than days to weeks

- Self-service ordering and management

- Lowest latency to the cloud via dedicated, local PoPs in Cologix facilities

- Real-time private connections

- Guaranteed speeds and reduced bandwidth transfer

The SDN market will help accelerate the hybrid cloud market. It is expected to grow to $61B by 2023 and $101B by 2025 with a Compound Annual Growth Rate (CAGR) of 39%. [4] [5]

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[4] https://www.globenewswire.com/news-release/2019/04/16/1804542/0/en/Software-Defined-Networking-SDN-Market-to-Hit-101-23-Billion...
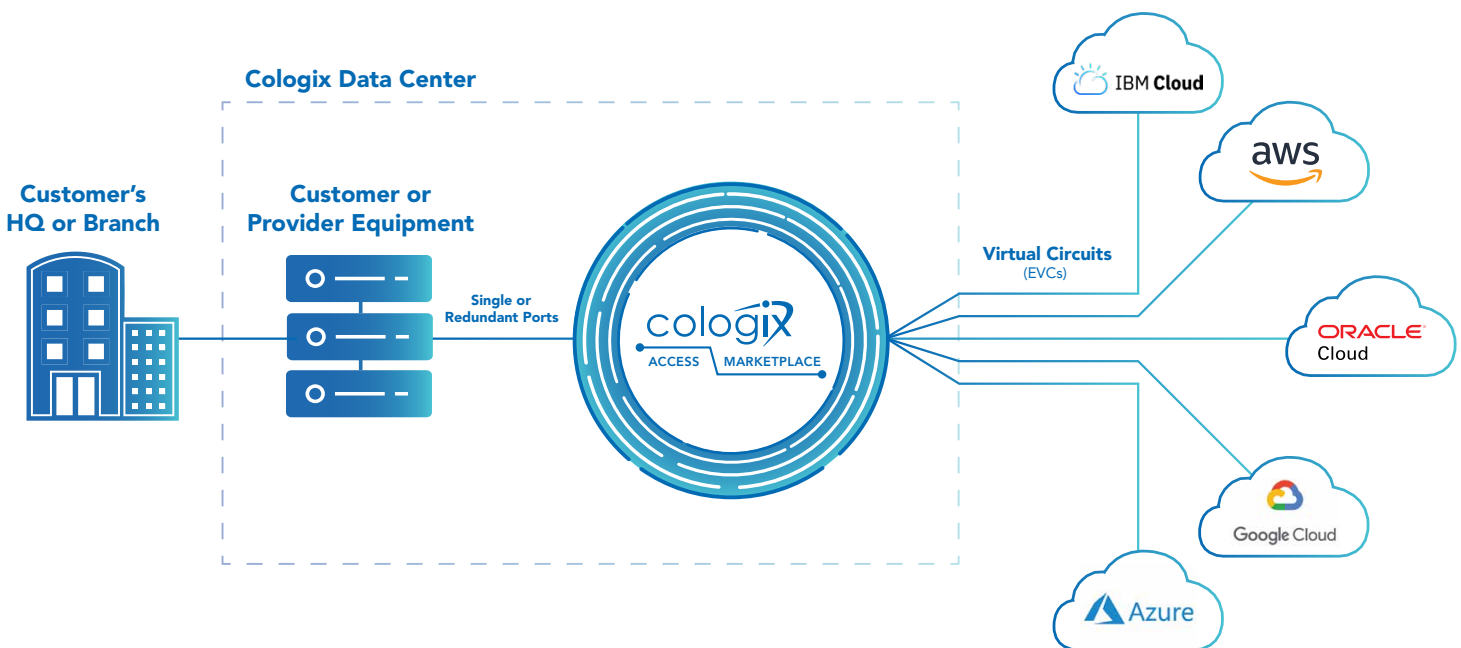
[5] https://www.marketwatch.com/press-release/software-defined-networking-sdn-market-2019-global-industry-size-share-trends-sales...

Solution Highlights

- Simple, intelligent SDI to create private Layer-2 network connections to cloud providers

- Seamlessly managed via automated, virtualized network platform

- Provision secure connections quickly to extend production or storage workloads to the cloud through the portal

- Scale up and down on demand with ease in minutes

- Maintain control of network services at Layers 3-7 and data in real time, providing the control essential for production applications

- Cost control and cloud management with known latencies and speeds with reduced data transfer costs

How It Works

Cologix Access Marketplace automates how companies interconnect directly, securely, and dynamically to cloud providers. On this platform, customers can provision Ethernet Virtual Circuits (EVC) on demand to select service providers.

Cologix Access Marketplace:
A New, Open SDI platform

Automated, private cloud connectivity at Cologix's interconnection hubs offers a complete IT infrastructure solution to enable customers to:

1. Provision network services
In minutes rather than weeks, our SDI platform allows you to provision services faster. That means products and services go to market faster, resulting in faster revenue realization.

2. Respond quickly, flexibly, on demand
Scale up and down in minutes to meet your business needs and respond to market demand. The connection is flexible like your cloud and your business.

3. Increase data security
Private rather than the traditional public cloud connection allows for more secure, reliable connections. Plus you can bring your own network gear and security systems to manage your traffic.

4. Lower costs (CAPEX/NETEX)
Customers are in the driver's seat with an online, automated, self-service portal to order, burst and cancel services based on needs.

5. Improve performance
Dedicated connections lowers latency to deliver improved, consistent performance, with speeds up to 10Gbps per virtual circuit.

6. Unlock your multi-cloud strategy
One port supports multiple cloud connections. Separate organizations, projects, customers, and workloads on separate Ethernet Virtual Circuits. Connect from one Colocation site to multiple cloud regions for enhanced availability.

Additional Benefits

- Access a vast ecosystem and connect to networks, clouds and as-a-service solutions

- Bypass the public internet and reduce data transfer costs, improve security and network performance with Cologix direct cloud onramps

- Robust choice of cloud providers

- Reliable support, serving as extension of your internal IT team

Why Cologix?

Operating 30+ data centers across 10 North American edge markets, Cologix offers a robust, scalable ecosystem with direct connectivity to cloud providers and six Internet Exchange (IX) hubs. Cologix is the largest carrier neutral data center company in Canada and a leading provider in our U.S. edge markets. Cologix's customers can choose from 450+ networks and 250+ cloud providers through the software-defined interconnection platform, Cologix Access Marketplace.

Find out how Cologix can help transform your business. Call or email today.

Email Sales@cologix.com or

Call +1.855.497.2537

blueplanet®
a division of Ciena

Built on Ciena Blue Planet's Intelligent Automation Platform provides our customers greater levels of Cloud Connect automation by orchestrating seamless, on-demand, multi-cloud connectivity services with increased speed and scale.

2M+	Gross Square Feet
13,000+	Interconnections
6	IXs
100%	Uptime SLA
1,600+	Customers
750+	Enterprises
450+	Networks
250+	Clouds

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