New Relic Scales
with ServerCentral:
A Case Study

New Relic®   servercentral®

servercentral®

New Relic

New Relic is the world's leading provider of application performance management software. Their SaaS-based monitoring tool gives developers and operations teams in-depth, real-time visibility into the health and reliability of web applications deployed in cloud, on-premise, or hybrid environments.

Considered the premier SaaS-based application management platform for today's web applications, New Relic has been adopted by more than 35,000 companies worldwide, including ESPN, Nike, and Sony. Gartner positioned New Relic in its prestigious Leader's Quadrant for application performance monitoring.

COMPANY
New Relic
www.newrelic.com

INDUSTRY
Computer Software

LOCATIONS
San Francisco, CA
Portland, OR
Seattle, WA
Dublin, Ireland

CUSTOMER SINCE
2010

"ServerCentral's willingness to help us deploy a multi-homed Internet architecture speaks volumes about their commitment to doing what's best for the customer. At the heart of their approach is a shared investment in their customers' success."

Dave Peterson
Director of Operations
at New Relic

CHALLENGES

New Relic's legacy hosting provider was shutting down its facility (and the customers inside it) to move to a new data center. To avoid downtime and the risk of taking more than 35,000 customers offline, New Relic had to find a new, more reliable service provider. After taking stock of their architecture and determining their need for high-performance hardware, New Relic set out to find a colocation vendor that could meet the demands of a rapidly growing software company.

OBJECTIVES

- a dependable service provider with a proven track record of 100% uptime
- control over performance and hardware
- an inland, US data center location with very low risk of flooding, hurricanes, earthquakes, and other natural disasters
- a vendor capable of flawless and advanced on-site support for remote technical assistance available on demand 24/7/365

"ServerCentral's reliability prevents our headaches."

Dave Peterson
Director of Operations at New Relic

CUSTOMER DISCOVERY

New Relic felt that out of all centrally-located, premier hosting providers, ServerCentral had the most customer-centric approach with total flexibility in the physical deployment. ServerCentral provided highly sophisticated remote support, which New Relic would need to rely on with its own staff more than 2,000 miles away. In addition, ServerCentral had an outstanding level of service customization, was willing to negotiate a nuanced and flexible commercial agreement, and supported New Relic's desire to diversify routing through multi-homing—a best practice for continuous availability. In the end, New Relic felt the most comfortable with ServerCentral due to a flawless record of uptime and unwavering flexibility from contract to deployment.

> *We lean on ServerCentral's sales and network engineers for everything, from on-site hardware swaps to largescale buildouts. We consider them an extension of our own staff.*

Dave Peterson
Director of Operations
at New Relic

SOLUTION DESCRIPTION

New Relic deployed high-density colocation cabinets with advanced Internetworking services at ServerCentral's state-of-the-art data center in Elk Grove Village, IL. ServerCentral carefully designed the deployment, securing multi-homed bandwidth and BGP routing for Internet connection redundancy. New Relic was pleased to learn that they didn't have to buy contiguous cabinets or a cage to make maintenance more convenient for ServerCentral technicians.

New Relic's Initial Deployment at a Glance:

- Infrastructure Colocation
  - 9 racks with redundant power, and growing
- Network Switches and Routers
  - redundant modular network core
  - multi-homed bandwidth
  - BGP implementation
- Remote Hands Support
  - up to 40 hours/month for rack elevation layouts, complex cabling, networking architecture

RESULTS

ServerCentral's solution allows New Relic to cultivate valuable relationships with key stakeholders—its customers, the media, prospects, and those whose opinions influence others. New Relic continues to receive consistently high user ratings, which it attributes partly to the ease with which its team can plug into which customers are using the product, and how often they use specific features. This advantage allows New Relic to be agile, not only in terms of adding new features, but also in the rapid deployment cycle of fixes and features.

New Relic made headlines in 2012 when it was selected as an inaugural add-on option in Windows Azure's Developer Portal. Thanks to the incredible teamwork between New Relic and ServerCentral, the launch went flawlessly.

ServerCentral also helps New Relic save money. Dave Peterson, Director of Operations at New Relic, estimates he would have needed to regularly fly at least one engineer to Chicago if it wasn't for the advanced support provided by ServerCentral.

The biggest pay-off? ServerCentral allows Dave and his team to focus on improving their product rather than troubleshooting.

CUSTOMER BENEFITS

New Relic has not only prospered by catering to the needs of developers looking to understand how apps perform in data-intensive environments, but by housing its digital infrastructure in ServerCentral's high-performance data center environment. Since moving to ServerCentral, New Relic has accomplished the following without a second of downtime:

- quadrupled bandwidth capacity
- tripled revenue growth and customer base for three consecutive years
- tripled employee count
- 85+ billion metrics captured each day
- one million app instances processed at any given moment
- New Relic maintains the largest repository of application data known to exist

servercentral®

111 W. Jackson Blvd.
Suite 1600
Chicago, IL 60604

www.servercentral.com
Toll-Free: (888) 875.4804
Worldwide: +1 (312) 829.1111
sales@servercentral.com