

# Supporting Netlog's Social Success

With netlog.com, users can maintain a social network and share content digitally with online friends. In just a short time the Ghent-based company has grown into an international success with over 50 million users. The ambitious founders want to keep on growing, and for this they are relying on the data centre services of Interxion.

## The Challenge

“There are a lot of competitors in this market, both large and small,” says Toon Coppens, CTO and co-founder.

“That’s why our website always has to function fast. Anyway, our users – young people all over the world – don’t have the patience to wait for Internet pages.”

Total membership was increasing at a rate of several million members a month. The more Netlog grew, the greater the demands on the company for cooling, power consumption and guaranteed uptime.

## The Solution

So, in the first half of 2008 the servers for all the European users were housed in Interxion’s data centre at Zaventem, Brussels.

“Currently we have high-power-density deployments in approximately 68 cabinets on which our core activities run,” says Nicolas Van Eenaeme, who manages IT services at Netlog. “But since we are growing very rapidly, it is very important that we’re able to expand our capacity easily. As well as ample equipped space, we have received some very useful tips from Interxion on maximizing processing power per rack, and therefore energy efficiency.”

With the help of Interxion, Netlog’s cabinet configurations achieved a 50% increase in the number of millions of instructions per second (MIPS) they could handle, saving them space and reducing total energy consumption.

A properly controlled environment is also a very high priority:

“Thanks to a highly reliable cooling system, the server environment at Interxion is very stable,” said Toon. “This means our technicians have to intervene less often. In addition, security is obviously vital. Our hardware represents a large amount of capital, but we can rely on the strict security of the data centre.”

Toon Coppens still anticipates sharp growth globally: “We have great ambitions to keep on growing, and with Interxion as a partner, we can make this ambition come true.”

# NETLOG™



## What Netlog does...

Over 50 million members speaking over 20 languages regularly surf on [www.netlog.com](http://www.netlog.com), and more sign up each day. They make their own profile page on netlog, which includes a blog, photos, videos, events and playlists, and they share these with their friends. Netlog NV has developed a unique localization technology that allows everything on netlog to be personalised according to the profile, region and age of each user.

[www.netlog.com](http://www.netlog.com)

## What Interxion delivered...

- Best-in-class equipment housing with the ability to scale and reconfigure space as required
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- Guaranteed power availability up to 99.999% with N+1 backup generators and cooling and 2N UPS
- High-power-density configurations for all servers
- Redundant cooling equipment with free cooling maintaining temperature and humidity
- Potential access to 34 carriers/ISPs including the BNIX Internet exchange
- 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

**Uptime  
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ISO 27001  
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Contributor, EC Joint  
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Patron of the European  
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