



# EQUINIX CUSTOMER CASE STUDY

## AVIRA



**Market leader in the IT security sector reduces latency times and operating costs by 50-60% with Platform Equinix™ and improves bandwidth by 40% with AWS Direct Connect**

**“Equinix offered us Direct Connect to Amazon Web Services. It was very important for us because now we can connect products which are already running in the cloud infrastructure with our own infrastructure and minimize the latency times.”**

Ralf Amrein, manager IT infrastructure services & data center, Avira

### Results

- Reduced operating costs by 50% in the final phase
- Simplified operations with replacement of VPN connections
- Reduced latency times by 50-60% through direct connection to AWS
- Increased flexibility by shifting some infrastructure into the cloud
- Consolidated and reduced server infrastructure by 50% (went from 700 servers to 362)
- Identified cloud-capable services
- Improved bandwidth of the infrastructure into AWS by 40%

### Executive Overview

Avira protects people in an increasingly networked, digitalized world to make their virtual lives easier. With the established red umbrella brand logo, Avira offers software solutions for companies to improve security and performance for Windows, Android, MacOS and iOS. The product portfolio has won multiple awards for malware detection, performance and user-friendliness. In addition to a strong end user business, Avira also markets internal security solutions as OEM to other companies that sell these services or integrate them into their own solutions.

Due to the company's strong growth, Avira made a strategic decision that operating an in-house data center was not a core competence and decided to outsource it. Amazon Web Services (AWS) Direct Connect was the primary requirement for selecting its new partner. The focus was not only on the operation of the data center, but also on the use of an Equinix International Business Exchange™ (IBX®) data center as an option for direct connection to existing services with minimal latency.

### Business challenge

Avira had a desire to implement a flexible and future-proof solution. It had been using solutions from AWS since 2012, and it was evident that cloud services offered a possibility for further technological development, as well as help in achieving goals with scalability and flexible IT architecture.

At the same time, Avira understood that although the operation of its in-house data center was running smoothly, it represented flexibility and performance challenges. Therefore, the company explored a future-proof solution in terms of reliability and cost efficiency.

### Solution

Avira's experience with AWS cloud infrastructure (since 2012), combined with a professional Cloud Readiness Analysis, helped its IT teams realize that a significant part of the company's services could benefit from a migration to the cloud infrastructure. The decision to work with Equinix was justified primarily on the possibility of replacing the existing VPN connections to the cloud services with a direct connection to AWS Direct Connect.



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The project duration—including planning, preparation and migration—was approximately eight months, while the migration time was only three months. The project was not just a transfer of existing IT architecture; Avira wanted to consolidate the servers in parallel and shift other parts of the infrastructure into the cloud environment. Only 362 servers were migrated from the original 700 servers. The identification of dependencies between the servers was one of the main challenges. It was necessary to know how the servers could be grouped together and shut down simultaneously.

Parts of the infrastructure that were already on the cloud were migrated one-to-one without any downtime. For other applications, the users stored the data for the transfer to the cloud. Other servers were shut down in the evening and brought to Frankfurt, where they were made operational again. “Equinix proved to be a very flexible and cooperative partner during the migration, while deviating from standard processes during certain stages to support us and ensure smooth and quick completion,” emphasized Amrein.

Avira decided on Platform Equinix because of its consistently updated portfolio of modules and intelligent services. The direct cloud connection to the services from AWS renders the VPN infrastructure and eliminates costly and time-consuming maintenance.

After successful migration, Avira’s IT department now has 70% of the infrastructure on dedicated hardware and 30% on the cloud. To assist employees with the newly migrated infrastructure services, Amrein created a workflow process. Optimizing performance and cost, employees can use this workflow to determine whether services should be operated on the cloud or on dedicated servers in-house.

**“Overall, the ratio between cloud services and dedicated hardware should reverse in the medium term. In future, we want 70% of our services running on the cloud infrastructure,” says Amrein.**

### Value realized

Regarding the advantages of an Equinix IBX data center, Amrein explained, “The new solution allows us to improve operation of our infrastructure. It is also possible to simplify migration scenarios and implement them faster. The hybrid cloud solution provides a significant reduction of latency times. In addition, the concept of a scalable architecture offers flexibility and cost control.”

Due to the migration, the latency times of the solution were reduced by approximately 50-60%. Additionally, the risks and performance fluctuations associated with transfer over public networks are now nonexistent, because the entire data exchange takes place over a secure private network.

Finally, operating the infrastructure through Platform Equinix reduces the operating costs when compared with in-house operation. In the long term, it may be possible for Avira to achieve a savings of 50% at the operational level.

### About Avira

With more than 30 years of experience, Avira is a market leader in anti-virus protection. Avira currently has more than 500 employees and is a family-managed company with headquarters in Tettang, Germany, and additional offices in Munich, Bucharest, Beijing and Silicon Valley. A portion of Avira’s sales support the Auerbach foundation, which assists education, children and families in need.

For more information visit:

[Avira.com](http://Avira.com)

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

Learn more at [Equinix.com](http://Equinix.com)

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