

EQUINIX CUSTOMER SUCCESS STORY

MIMEO

EQUINIX PROFESSIONAL SERVICES FOR CLOUD (EPS CLOUD)

A leading online printing and content distribution company boosts annual revenue by \$8 million with cloud-based integration designed by EPS Cloud using Microsoft Azure.



Customer Profile

Based in New York City, Mimeo provides online, on-demand printing and distribution services to customers worldwide.

Headquarters
New York City, NY

“A solution based on Microsoft Azure BizTalk Services has gained us an additional \$8 million in business each year. For a company that takes in \$100 million in annual revenue, that’s a significant increase. This is an incredibly important system for us.”

Mike Barker, Vice President of IT, Mimeo

Overview/Executive Summary

Mimeo’s primary services had included printing documents like presentations, brochures and catalogs. However, when a new customer asked Mimeo to handle a high volume of business documents, such as purchase orders, using the electronic data interchange (EDI) standard, Mimeo needed a platform to keep up with the increased demand. It also wanted a solution that could streamline what was a cumbersome multiple client management process. In addition to its scalability and integration requirements, it needed a solution that it could deploy quickly with minimal investment in infrastructure. Mimeo turned to Microsoft partner EPS Cloud, a specialist in integration and cloud computing, to help design a new solution for its unique needs.

Business Challenge

When a Fortune Global 500 company wanted to submit jobs for a high volume of business documents like purchase orders, the jobs would be submitted using EDI, increasing Mimeo’s workload during peak periods from approximately 1,000 orders to 15,000 orders. To take on the project, Mimeo needed to quickly find a more scalable solution.

Mimeo also wanted to simplify integration. Its EDI customers, known as trading partners, worked with a variety of data formats and technologies. As a result, Mimeo developers needed to build a separate integration interface for each new client. Eventually, a full-time developer was required to maintain a dozen individual interfaces.

Mimeo would also need the scalability and integration solution deployed quickly, with little investment in its infrastructure. With the new contract, the company estimated that 90 percent of its revenue would come in over a 30-day period and did not want to buy additional bandwidth, servers and storage needed for that short time frame.



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Solution

EPS Cloud recommended using the Microsoft Azure platform and Microsoft Azure BizTalk Services for cloud-based EDI processing. The solution would provide a flexible, highly scalable integration platform capable of converting large volumes of data from virtually any application, including enterprise resource planning systems, into the XML format used by Mimeo.

The team began by creating a standard integration interface that mapped EDI documents to XML. Next, Mimeo began a series of rigorous tests that included a load that successfully ran 20,000 orders in 12 hours. The company went live with the solution three months later, and it began processing its first EDI orders the following month.

The solution is highly reliable as well as scalable. Mimeo runs BizTalk Services in geographically disparate Microsoft data centers, which ensures continuous operations and availability. In addition, the extended global reach helps Mimeo route orders more easily between regions.

Mimeo uses the Microsoft Azure Service Bus, a messaging framework, to connect the Microsoft Azure BizTalk Services layer to its on-premises printing service. The company uses a similarly streamlined process to integrate new trading partners, which can then easily submit their orders through a web-based portal.

Expected Business Benefits and Results

Increased annual revenue by \$8 Million – By using EPS Cloud recommendations and design for cloud-based services to handle EDI orders, Mimeo has increased its annual revenue significantly with just one major contract.

Created more business opportunities – In addition to its increased global reach and scalability, Mimeo has been able to work more easily with a wider array of technologies and data formats. Its EDI trading partners can connect to the company's services without modifying their existing systems. By increasing its ability to handle peak fluctuations with ease, the company is seeing more non-peak orders as well.

Cut integration time from months to weeks – Mimeo's new standardized integration solution makes it easier to bring new customers on board faster. With the new standard interface based on Microsoft Azure BizTalk Services, the process that once took months now takes just weeks.

The easier integration also gives Mimeo's developers more time to enhance the company's core services and focus on projects that give Mimeo value to its customers.

Technology Used

- Microsoft Azure platform
- Microsoft Azure BizTalk Services
- Microsoft Azure Service Bus
- Microsoft Azure SQL Database r

About Equinix Professional Services for Cloud

Equinix Professional Services for Cloud (EPS Cloud) helps enterprises quickly and easily design, implement and optimize IT services to meet ever-changing cloud needs. All services and recommendations are carrier, service provider and technology neutral, ensuring every solution best meets each enterprise's unique business demands.

Learn more at
[Equinix.com/epscloud](https://www.equinix.com/epscloud)

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