

Small Data Center Service with Big Data Center Capabilities

When RipCode – the first company to address video transcoding as a true network appliance – identified the need for a hosted data center environment to place its products for client trials and internal R&D, the company sought out a trusted partner with a secure track record, superior connectivity rates, comprehensive monitoring capabilities and quick turnaround time. After an exhaustive evaluation process that included several large data center services providers in RipCode's local metropolitan Dallas area, the company chose a smaller provider located in Austin called Core NAP.



"We strongly considered some of larger data centers in Dallas, but the strength of Core NAP's technology and customer service outweighed the other options we looked at," explained Dan Walsh, vice president of operations at RipCode. "Even though Core NAP is a smaller operation than some of its competitors, they offer all the capabilities of the big data centers with personal care and flexibility not often seen in the industry. In Core NAP, we've found the best of both worlds and a true partner."



RipCode had developed an on-demand transcoding technology specifically designed to address the next generation of Internet video for companies operating in today's new media market, including video search engines, studios, broadcasters, mobile content providers and social networking sites such as MySpace.

The appliance, which is designed to address a wide variety of video application needs in a single rack unit, enables these companies to continuously and easily expand the reach of their video libraries as new encoding profiles are introduced. RipCode was looking for a data center partner to offer its internal development team a flexible, state-of-the-art environment that provided the space, technology support, extra bandwidth and security monitoring capabilities to allow for ongoing product testing. The company also needed a facility to host its transcoding appliance so that RipCode's clients could actually "try out" the product before deciding to move the technology in-house.

"Since we began working with Core NAP, we have had no issues; everything has run smoothly and we've experienced connectivity success that has been steady from day one. This is important not only in our R&D efforts, but for our customers' experiences as well. If they are testing the application, we need to be able to offer reliable, 24/7 connectivity, and Core NAP has allowed us to do just that," said Walsh. "We've used other providers in the past, and it's not uncommon to run into power, connectivity or technology issues that often take a while to get resolved. None of this has occurred with Core NAP. Their expertise and responsiveness have been outstanding."

Once RipCode selected Core NAP, the technology went live within the data center environment in less than two days. When RipCode needed to make modifications to its environment, which were five times its existing bandwidth requirements for a two month temporary basis, Core NAP was able to accommodate the changes within 24 hours in a way that was transparent to RipCode's customers.

"Core NAP was priced competitively with all the other options we were looking at," added Walsh. "But the attention to detail and customer service that we have received goes beyond what the competition offers. This has given RipCode a strong sense of partnership with our data center provider."