ROCKET INTERNET CASE STUDY

ROCKET INTERNET LEVERAGES LEVEL 3’S HIGH-SPEED CONNECTIVITY AND SECURITY SERVICES TO FAST-TRACK NEW WEB VENTURES

Customer Profile

Founded in Berlin, Germany, Rocket Internet is the largest, fastest and most successful international online venture builder and business accelerator. Its team has been building online companies since 1999 and has created over 100 market leading companies in 40-plus countries, dozens of which have been exited successfully. Headquartered in the vibrant centre of Berlin, Europe’s Silicon Valley, Rocket Internet operates a network of 25 international offices, covering all relevant developed and emerging markets. Its primary focus is on building proven, transaction-based business models in the online and mobile space.

www.rocket-internet.de

Overview

Rocket Internet is the world’s leading start-up incubator. Founded in Berlin in 2007 by the Samwer brothers, the company brings together teams, concepts, technology and capital to create and launch some of the most successful online ventures.

Rocket Internet has created over 100 market leading companies in more than 40 countries, including Zalando, Groupon/CityDeal, Dafiti, Mobly and Westwing. The company is renowned for its ability to spot emerging digital business models.

Challenge:

Suntron sought annual estimated operational cost savings of $140,000 by eliminating third-party services and software and hardware support. They also sought “soft” cost savings of $12,000 per year by unifying communications between its four facilities, three in the United States, one in Mexico.

Solution

Rocket Internet selected Level 3 Communications to provide Content Delivery Network (CDN) services, High Speed IP, and co-location. Level 3’s global Content Delivery Network supports some of the largest video, software and web properties in the world. It is designed to optimise the delivery of high-demand content which might otherwise impact delivery performance.

The Level 3 CDN is designed with scalability in mind, providing rapidly scaling organisations with the bandwidth to seamlessly deliver content across web, mobile and other devices.

To reinforce these CDN capabilities, Rocket Internet selected Level 3’s High Speed IP service. This fast and reliable network service provides access on one of the largest and most connected IP backbones in North America, Europe and Asia. High-speed IP is ideal for supporting companies which need flexible scalability in times of growth.

To complement this, Rocket Internet also purchased wavelengths from Level 3 which allow for the ongoing transport of data in a way which is effective and
cost-optimised. Rocket Internet also selected Level 3’s co-location services, which can be scaled to provide a range of hosting options in a variety of global territories.

“Working with Level 3 helps us to build new and exciting online ventures faster and more efficiently. Many of them are global and Level 3 ensures the reach we need to maximise the customer experience across multiple platforms and diverse markets.”

-Andreas Winiarski
Global Head of Public Relations
Rocket Internet

Benefits
• Since Level 3 began supporting Rocket Internet in 2011, overall data volumes being supported have increased by around 40-times. Big e-commerce companies are now peaking at around 7,000 Mbps, in comparison with 100 Mbps three years ago. This scalability is not just linear however - retailers are being provided with the flexibility to support ‘flash traffic’, which can jump 10-fold at peak demand times.
• Rocket Internet can now bring a new web-based company to market faster and more easily and in a way which ensures future growth is not compromised by website performance or availability issues. Level 3’s services are flexible enough to ensure sufficient scalability should the popularity of a start-up explode.
• This is an absolutely vital part of supporting any fast-growth Internet company, providing the capacity and bandwidth required to support sudden spikes in growth.

“Level 3 is a highly valued partner of Rocket Internet. We appreciate their competence for the e-commerce market and their hosting and network services.”

-Andreas Winiarski
Global Head of Public Relations
Rocket Internet

Why Level 3
• Global reach of Level 3’s network
• The Level 3 network provides impressive scalability, performance and availability globally
• Rocket Internet can support multiple portfolio companies by working with a single supplier - Level 3
• The company can take new ventures to market faster and more cost-effectively, whilst enhancing the customer’s online experience.

Level 3 Products used
• Global CDN Services
• High-Speed IP
• Co-location

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