



ContentBridge Completes Move To Cloud With Equinix

Company Finishes Transition To Public Cloud-Based Digital Supply Chain Model

ContentBridge, a leading provider of digital supply chain solutions for media and entertainment, announced relocation of their facility to the Equinix Data Center. Through the move to Equinix, ContentBridge sets its sights on altering the industry's digital supply chain business model via a scalable and robust data center solution.

Amazing Data Center

According to ContentBridge CEO Jason Peterson, he believes that its relationship with Equinix will enable a fundamental transformation in digital content distribution. "Thanks to Equinix, we have access to an amazing data center with direct interconnection to all of the major cloud service providers," says Peterson. "We are able to consolidate our operational footprint by relocating our client services team within the same highly secure facility as our servers and cloud interconnects. This relationship also clears a path for ContentBridge to rapidly achieve global reach."

Fundamental Shift In Business Model

By establishing Equinix as the "point of orchestration" for owned infrastructure and Tier 1 cloud providers, Peterson believes ContentBridge will be capable of offering the lowest cost, most secure and highest performing digital supply chain solution for the entertainment industry. "The company can eliminate an aging, proprietary and costly-to-maintain hardware infrastructure, create a more reliable and secure link between its client services team and its "factory", and improve responsiveness by consolidating operations under one roof," adds Peterson. "Ultimately, the relationship with Equinix will allow ContentBridge to bring advanced digital supply chain solutions directly to the content, wherever the content owner chooses to maintain the digital library."

Advantage ContentBridge

The past two years have seen ContentBridge growing at an extremely fast pace. The company was rapidly outgrowing its existing data center and "owned infrastructure" strategy while international business volumes were growing quickly. According to Peterson, the company urgently needed a data center solution that would allow them to expand and scale globally, offered seamless access to cloud and network service providers (CSPs, NSPs) -- as well as Microsoft Azure -- and enabled rapid content delivery. "Working with Equinix, ContentBridge instantly achieves seamless access to thousands of CSPs and NSPs, billions of endpoints, and Tier 1 cloud providers like Azure," he says. "We now have industry-leading scalability and expansion capabilities, and remarkably fast delivery to multiple content delivery networks (CDNs)."

Nuts and Bolts Solution

ContentBridge will employ numerous integrated Equinix solutions to meet demanding business requirements. The Platform Equinix™ digital media and entertainment (M&E) ecosystem gives the company robust and flexible foundation to build and scale on demand. Cloud Exchange™, a multi-cloud "switchboard", enables seamless access to 500+ cloud providers, including Tier 1 vendors such as Amazon Web Services and Azure. Providing 24/7/365 coverage, an IT team oversees it all, thanks to IBXflex™ office and storage solutions, which instantly gives ContentBridge a mission-critical operation center.

About ContentBridge:



ContentBridge provides automated supply chain solutions to Fortune 1000 companies, major studios, major digital retailers, independent producers and distributors. The company enables content holders to manage and deliver movie, television, short-form and music content to owned and operated OTT channels as well as third party digital media retail and broadcast more efficiently than traditional postproduction operations.

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