Flexible Data Center Solution Ensures Uptime and Security

QTS seamlessly scales power and connectivity to meet Tempus Ex Machina's intense NFL game-day demands

Merging sports, video, and data with innovation and accessibility, Tempus Ex technology enables the creation of new interactive experiences around live events. Harnessing the latest AI, machine learning, and data science technologies, Tempus Ex has partnered with the National Football League, premier global sports leagues, broadcasters, gaming companies and world-class athletes to deliver cutting-edge solutions that will forever change the sports consumption experience. This requires a dynamic and highly available IT environment with diverse, low-latency cloud connectivity and scalable power to support game-day activities.

Flexible solutions support dynamic needs and anticipated growth

World-class infrastructure and best practices drive cost savings

Layers of redundancy promote 100% uptime

Remote visibility and control strengthen and streamline security

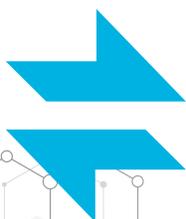## Intense Power and Connectivity Needed Just 17 Days a Year

Tempus Ex Machina collects tremendous amounts of real-time, high-resolution game-day video and data to provide sports leagues and their partners with data-driven insights and interactive experiences. To enable this, the organization needs a robust and highly flexible and redundant operations center that delivers the intense power, connectivity and space the organization required to remain compliant with its strict service level agreements (SLA).

However, Tempus Ex had another challenge: it only needed an operation of this scope on specific game days—just 17 days a year. The ability to seamlessly increase power, connectivity and space on these days became essential from both performance and cost perspectives.

Given the uniqueness of its requirements, the organization expected to have to build its own operations center—a time-consuming and expensive endeavor, especially given the infrequency with which it needed the large-scale operation.

QTS' Flexible Approach Delivers a Custom and Highly Scalable Environment

Impressed with QTS' vision for data center transparency and its focus on improving the world's internet ecosystem, offering a full suite of connectivity solutions, Tempus Ex migrated its existing environment to QTS. The most critical element was to quickly ensure a secure and reliable virtual connection to AWS in order to upload its bandwidth-intense video.

QTS' proposed solution allowed Tempus Ex to set up a production environment at two QTS locations, both with a quick and secure onramp to the AWS cloud. These geographically diverse locations support Tempus Ex's strategic needs, while supporting operational resiliency. Both facilities also feature redundant critical systems and multiple power feeds into the buildings to further support uptime. QTS' network of interconnections also offers elastic bandwidth to support game-day capacity requirements and ensure low ping.

Using QTS' self-service Switchboard product, Tempus Ex can seamlessly establish virtual connections to clouds and carrier hotels and between QTS data centers from a single dedicated port, in minutes. This speeds deployment time and delivers substantial cost savings as the organization provisions more connections.

QTS also provides Tempus Ex with a secure space in which to operate. By leveraging QTS' existing physical security measures and best practices—including outer perimeter security fencing, video surveillance cameras, multi-factor authentication and 24×7×365 onsite security guards—Tempus Ex meets the demanding security requirements of its partners.

"*QTS provided a one-stop shop in ways that made our workflow significantly easier,*" said Annie Gerhart, Chief Operating Officer. "*They quickly addressed questions and concerns to help customize a solution that met our needs.*"

Offering the Reliability and Flexibility to Ensure Game-day Performance

By taking advantage of QTS' robust and resilient infrastructure, security and operational protocols, Tempus Ex was able to quickly and cost effectively deploy a high-performing, reliable operations center capable of supporting the dynamic needs of its product. Its low-latency, and scalable cloud capabilities add to this powerful solution, ensuring data is rapidly delivered to enable Tempus Ex to perform its game-day requirements.

QTS also provides the flexibility to help Tempus Ex meet its distinct needs without investing time and capital in building, managing and maintaining its own facility.

> "*QTS provided a one-stop shop in ways that made our workflow significantly easier. They quickly addressed questions and concerns to help customize a solution that met our needs.*"
>
> **Annie Gerhart, Chief Operating Officer**
> **Tempus Ex Machina**

Instead, Tempus Ex is able to remain focused on its core business.

This flexibility is particularly essential given the organization's infrequent, yet intense, power and connectivity requirements. The near-effortless scalability that QTS enables allows Tempus Ex to quickly ramp up its operations on game days and quickly ramp it down when no longer needed to control costs. This flexibility will continue to be essential as Tempus Ex continues to grow and evolve.

"*QTS allows us to conduct business in really flexible ways,*" said Erik Schwartz, President and Chief Product Officer. *QTS gives us the ability to adjust our plans as we actualize our business.*"

QTS' adaptability also helped Tempus Ex streamline its game-day check-in procedure. While the organization has a small crew with regular access to the data center, it requires a large onsite team on game days. With so many employees entering the facility at once, check-in was prone to bottlenecks and confusion. QTS worked with Tempus Ex to create a solution to speed the process without compromising security. This solution utilizes QTS' Service Delivery Platform (SDP), the industry's first software-defined orchestration platform. SDP allows Tempus Ex to remotely assign and manage access privileges and monitor who is onsite. This control bolsters Tempus Ex's confidence that only authorized people are onsite at any given time.

"*There are so many moving pieces, especially on game day*," said Gerhart. "*QTS really worked with us to accommodate our needs without sacrificing security. They listened to what we needed and delivered an appropriate, timely and cost-efficient solution. It has been a great partnership that we are excited to evolve with our business needs.*"

As Tempus Ex continues to operationalize and grow its business, SDP can offer additional efficiencies by providing insight into power utilization, temperature and humidity readings, and more. This visibility and granular control can help the organization optimize the environment to better control costs and improve operational efficacy. QTS will also continue to deliver the reliable environment, security and diverse connections the organization needs to succeed.

As Tempus Ex expands its technology to other sports, it will need to expand its physical and cloud footprint. QTS is prepared and excited to support these future needs, whether enlarging its existing IT environments or establishing a new presence in another QTS facility.

About QTS

QTS Data Centers is a leading provider of data center solutions across a diverse footprint spanning more than 7 million square feet of owned mega scale data center space within North America and Europe. Through its software-defined technology platform, QTS is able to deliver secure, compliant infrastructure solutions, robust connectivity and premium customer service to leading hyperscale technology companies, enterprises, and government entities. Visit QTS at www.qtsdatacenters.com, call toll-free 877.QTS.DATA or follow on Twitter @DataCenters_QTS.