INTERNAP®

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AudienceScience Manages 1,100 Percent Growth in Digital Advertising Transaction Volume with Global Expansion of Colocation and Performance IP™ Services from Internap

Internap's worldwide data center services footprint delivers performance, scale and control for data-intensive, real-time advertising workloads

ATLANTA, Feb. 10, 2015 /PRNewswire/ -- Internap Corporation (NASDAQ: INAP), a provider of high-performance Internet infrastructure services, today announced that digital ad tech company AudienceScience has significantly expanded its global infrastructure footprint using Internap's scalable colocation and route-optimized Performance IP connectivity services. The solution enables AudienceScience to meet rapidly growing customer demands - including a 12X increase in the volume of real-time digital ad transactions - while delivering optimal control and performance for its AudienceScience® Helios enterprise advertising management platform, which serves leading brands and advertisers around the world. An Internap customer since 2006, AudienceScience added colocation and Performance IP services throughout 2014 in Dallas, Seattle, Secaucus, N.J., Amsterdam and Singapore, and expanded existing services in Frankfurt and Hong Kong.

AudienceScience® Helios is an integrated, SaaS-based enterprise advertising management platform that provides organizations with complete control, transparency and efficiency across their entire ad spend. It enables advertisers to analyze and manage audience data, derive campaign insights and optimize digital media buying, all in one place. With the volume of media transactions on its platform increasing by 1,100 percent in the past year alone, AudienceScience needed to substantially expand its worldwide infrastructure footprint to meet increased demand and guarantee performance for its highly data-intensive real-time ad bidding workloads.

After evaluating possible infrastructure scenarios, including commodity public cloud services, AudienceScience decided that an extension of Internap's global colocation and Performance IP services would provide the best fit and cost controls for its exponential data and compute growth needs. Additionally, AudienceScience moved its existing infrastructure from numerous providers and consolidated its worldwide infrastructure footprint with Internap. Internap's colocation and Performance IP will allow AudienceScience to scale to meet continued customer and ad transaction growth and deliver the speed and availability required to support its "fast big data" workloads. With a colocation model, AudienceScience owns all of its hardware and maintains complete control over its proprietary technology while gaining maximum cost-efficiency for its data-intensive but consistent workloads. In partnership with Internap's onsite support team, AudienceScience engineers are able to monitor, maintain and troubleshoot their operations. Internap's customer portal gives AudienceScience granular visibility and cloud-like remote management of its server environment and network bandwidth. Internap also provides AudienceScience with the future flexibility to adapt to a hybrid IT infrastructure approach, leveraging public cloud and bare-metal hosting as its price/performance needs evolve.

"Our business relies on letting our customers run end-to-end ad campaigns on our platform, with the ability to carry out data-driven media buying in real-time," said Peter Szabo, Director of Technical Operations at AudienceScience. "With Internap, we're able to achieve the high level of scale, control and latency-optimized global reach that we require. Internap's route-optimized IP connectivity provides optimal performance levels and lowest latency for our Helios users around the world, ensuring that they're able to reliably manage massive stores of their proprietary data, build an audience and target it in real time across all ad channels - anytime, from anywhere in the world."

Internap's colocation service runs on high-density, scalable infrastructure that supports up to 18kW per rack. It also features a concurrently maintainable design, on-site data center engineers, advanced security features and remote management self-service tools. Internap's global Performance IP service with patented Managed Internet Route Optimizer™ (MIRO) technology evaluates available service networks in real time. The result is intelligent routing of AudienceScience customer traffic over the fastest Internet path, ensuring a seamless experience, regardless of the end user's geographic location. This route-optimized Internet connectivity has allowed AudienceScience to optimize processing of audience and advertising performance data, as well as accelerate processing of media transactions.

"Real-time analytics workloads like those associated with ad platforms and exchanges are becoming exponentially more data intensive as consumer targeting becomes more sophisticated," said Mike Higgins, senior vice president of data center services at Internap. "At Internap, we've seen a 55 percent increase in the number of ad tech customers since 2011 as a result of our unique ability to address these demands by delivering flexible, scalable Internet infrastructure with the consistently high performance levels that ad tech and other performance-reliant organizations demand."

Leading advertising technology companies like AudienceScience, eXelate, Taptica and many others - which process more than one trillion ad requests each month and monitor user activity across hundreds of billions of app sessions, videos and websites every day - are turning to Internap's hybrid Internet infrastructure, from colocation and hosting to virtual and bare-metal cloud, for their fast big data applications.

Supporting Resources:

- Ad Tech Companies Rely on Internap's Bare-Metal Servers to Meet Real-Time Performance Demands of Big Data Workloads http://www.internap.com/press-release/ad-tech-companies-internap-bare-metal-servers-real-time-performance-big-data-workloads/
- Blog - AudienceScience empowers brands with high-performance infrastructure http://www.internap.com/2015/02/10/customer-audiencescience-empowers-brands-high-performance-infrastructure/
- Case Study - AudienceScience http://www.internap.com/resources/audiencescience-success-story/

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About AudienceScience
AudienceScience is a global advertising technology and services company that puts marketing science firmly in the hands of the advertiser. The AudienceScience® Helios. Enterprise Advertising Management System combines control and ownership of data with 100% media spend transparency. This gives advertisers a complete view of how every dollar spent goes towards reaching their desired consumers across online display, video and mobile media. A SaaS-based technology, AudienceScience® Helios enables advertisers to store and analyze on and offline data, build proprietary audiences, and target those audiences in real time and all within a single closed-loop system. With industry-leading audience targeting, data segmentation, a combined DSP/DMP, and comprehensive analytics, AudienceScience is the only company that enables brands to take full ownership of their marketing including data, technology, budget and—most critically—customer relationships.

About Internap
Internap is the high-performance Internet infrastructure provider that powers the applications shaping the way we live, work and play. Our hybrid infrastructure delivers performance without compromise - blending virtual and bare-metal cloud, hosting and colocation services across a global network of data centers, optimized from the application to the end user and backed by rock-solid customer support and a 100% uptime guarantee. Since 1996, the most innovative companies have relied on Internap to make their applications faster and more scalable. For more information, visit www.internap.com.

Forward-Looking Statement:
This press release contains forward-looking statements. These forward-looking statements include statements related to the performance of our Internet infrastructure services and the benefits we expect our customers to receive from them. Because such statements are not guarantees of future performance and involve risks and uncertainties, there are important factors that could cause our actual results to differ materially from those in the forward-looking statements. These factors include the actual performance of our Internet infrastructure services; the reaction and behavior of customers and the market to our company; our ability to react to trends and challenges in our business and the markets in which we operate; the availability of services from Internet network service providers or network service providers providing network access loops and local loops on favorable terms, or at all; failure of third party suppliers to deliver their products and services on favorable terms, or at all; failures in or intrusions into our network operations centers, data centers, network access points or computer systems; our ability to provide or improve Internet infrastructure services to our customers; and our ability to protect our intellectual property; our ability to avoid infringing the intellectual property of others; as well as other factors discussed in our filings with the Securities and Exchange Commission. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. We undertake no obligation to update, amend or clarify any forward-looking statement for any reason.

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To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/audiencescience-manages-1100-percent-growth-in-digital-advertising-transaction-volume-with-global-expansion-of-colocation-and-performance-ip-services-from-internap-300033204.html

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