

ELEMENT AI

ELEMENT^{AI}

Location

Canada

Industry

Technology

Website

www.elementai.com

Solution

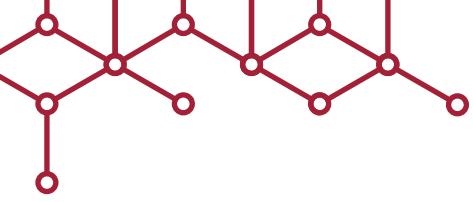
Colocation services
Connectivity

SUMMARY

Artificial Intelligence (AI) technology is transforming business decision-making. Element AI, a company that builds AI solutions for organizations, required a colocation partner with industry-leading facilities and excellent agility to keep up with the growth of its compute-intensive IT infrastructure.

COMPANY OVERVIEW

Founded in 2016 by pioneering researchers in artificial intelligence (AI) and machine learning, Element AI is a Montreal-based company that develops software designed to help businesses improve their decision-making and solve real-world problems. AI and machine learning research are extremely compute-intensive, relying on graphics processing units (GPUs) that pack a bigger punch than traditional central processing unit (CPU)-based computing. As a result, AI companies like Element AI require colocation partners that can support dense GPU arrays, with large power and heat dissipation requirements.



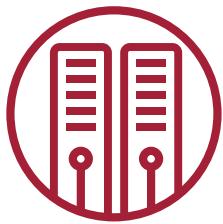
BUSINESS CHALLENGE

Element AI initially started as a small company with only one permanent IT staff member. But it planned to grow quickly and needed reliable infrastructure, flexibility and excellent customer support from prospective colocation partners.

The company considered a number of colocation providers before selecting Aptum. Aptum had state-of-the-art colocation facilities in Element AI's home base of Montreal, as well as a network of other data centers around the world. "There was a short list of colocation facilities that met our requirements," said Ludwig Gamache, Element AI's IT Director. "Of those, Aptum had the best solution. They had technicians on-site during the day and they allowed us to help install equipment, which was important to us. And the customer service was excellent. We started small and usually when you're small you don't get concierge service. But we did."

COLOCATION

From a single rack to cabinets, cages and suites, Aptum data centers give you the flexibility of design, choice of connectivity and highest levels of security and compliance. When you choose to colocate your critical applications with Aptum, our data center experts will work with you at every step of the way to ensure you achieve the best-fit colocation solution.

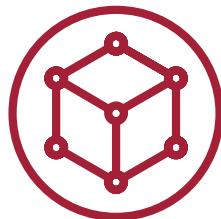


"They feel like a small, agile company, but they also have first-class facilities and a worldwide presence. It's a very nice combination for us."

- Ludwig Gamache

CONNECTIVITY

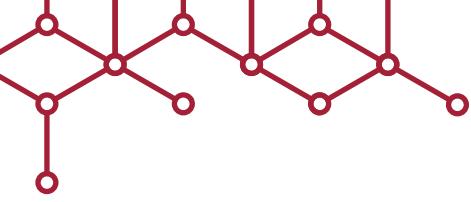
Deliver the application performance and user experience your business demands with high performing, secure connectivity solutions designed, built and operated by networking specialists.



THE SOLUTION

Element AI relies on Aptum's secure and flexible colocation services in carrier-neutral data centers to serve its customers. Aptum's data center experts work closely with the company's IT team to build solutions that meet Element AI's requirements.

Element AI also benefits from Aptum's global networking connectivity portfolio. If the company needs to install new equipment or open a colocation facility in a new city, it can order a secure circuit at the same time, streamlining the installation process.



BUSINESS BENEFITS

Since its launch, Element AI has grown exponentially and is about 38 times larger than it originally was after just three years. Its colocation demands have also grown significantly, with the company adding approximately one full cabinet of equipment each month. Aptum has helped facilitate Element AI's expansion by being flexible and coming up with new solutions to Element AI's growth challenges.

For example, Element AI was installing so much new equipment at its colocation facilities that it couldn't keep up with the demand. So, to reduce the amount of time between an order and the powering up of equipment at the colocation facility, Element AI populates its racks with servers and connections, then ships the full rack to Aptum's colocation facility. This allows Element AI to increase its compute capacity quickly and efficiently. "The biggest benefit of using Aptum for me is the amazing service," Gamache said. "It really is top notch. We can call any time and things are done quickly and painlessly."

Aptum's global network and data center footprint is another factor that appeals to Element AI. The company is able to distribute its infrastructure anywhere around the world. "The global presence makes it easy to deal with Aptum," Gamache said. "They feel like a small, agile company, but they also have first-class facilities and a worldwide presence. It's a very nice combination for us."

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WHY NOT PUT APTUM TO WORK FOR YOU?

info@aptum.com

www.aptum.com

ABOUT APTUM TECHNOLOGIES

Aptum Technologies enables customers to unlock the potential of their data infrastructure to drive tangible business outcomes and maximize the value of their technology investments. Aptum's Data Center, Cloud, Hosting and Connectivity solutions, underpinned with expert Managed and Professional Services, offer genuine choice and adaptability combined with international reach spanning North America, Latin America and Europe. In Canada, through its Fiber business, Aptum is the first neutral host provider of turnkey small cell connectivity, augmenting an extensive metro network across Toronto and Montreal. Aptum is a portfolio company of Digital Colony, a global investment firm dedicated to strategic opportunities in digital infrastructure. For more information, visit www.aptum.com.