

# NTT Communications and Twitter



The fastest-growing social networking service relies on NTT Communications for its flexibility and extraordinary customer service

Twitter has seen a meteoric rise since its creation in 2006, from a start-up company to a global communications platform for millions of users. This company, with its amazing growth story, relies on NTT Communications Corporation as its primary hosting & infrastructure provider.

Since partnering with Twitter in January 2008, NTT Communications has delivered a mix of managed hosting infrastructure and network services, virtually all of which are off-the-shelf solutions robust enough to handle the extreme bandwidth and computing demands of the company's rapidly expanding user base. NTT Communications has the ability to not only satisfy customer needs but also listen and respond when needs change.

Twitter is at the center of a wide range of business and government conversations, breaking news stories, and diverse social movements. Corporations increasingly rely on Twitter to communicate with current and prospective customers. Protesters in Moldova, citizen journalists reporting on attacks in Mumbai, emergency responders from the LA Fire Department, earthquakes in Haiti & Chile, and even hungry night club revelers searching for a popular taco truck all rely on Twitter to mobilize, communicate and socialize. NTT Communications has supported Twitter through its overall growth and especially the uniquely challenging situations when user demand required unusually high bandwidth. Twitter's dedicated NTT Communications account manager is always available and maintains constant communication especially during critical times.

"It's very important to us that our partners share Twitter's values concerning the environment. NTT Communications' Green Initiative was a major factor in our decision to work with them to ensure that our data centers use power efficient servers and implement best practices to lower carbon emissions in day-to-day operations."



**Biz Stone**  
Co-Founder,  
Twitter

For example, when bandwidth demand reached global proportions during a major Middle Eastern political event, NTT Communications was there to support Twitter with flexibility and extraordinary customer service. During post-election conflict in Iran, Twitter became a primary source of communication, further emphasizing the need for uninterrupted service. In response to Twitter's request, NTT Communications was able to rapidly reschedule a previously planned network upgrade necessary to ensure Twitter's uninterrupted availability to users. Actions like this one prove NTT Communications is an exceptional partner, offering Twitter the perfect union of flexibility and global scale.



## Hardware and Support

NTT Communications provides the below service offerings to its high bandwidth customers:

Bandwidth Availability and Traffic Engineering	Personnel and Services
Management of Multi Data Center Sites	Global Managed Security
Production Computing	Enhanced Infrastructure
Load Balancing	On-site Customer Care
Network Switches	Green Data Center Services
Colocation Equipment	Carbon Balanced Hosting

## The Solution

Beyond the extraordinary tests Twitter faces when global or regional events change the patterns or needs of users, the company's exponential growth presents a unique challenge. As a start-up in the rapidly evolving marketplace of social networking, Twitter requires a service that will lower its cost base, but is flexible enough to be scaled horizontally and vertically on short notice.

The integrated NTT Communications solution includes fully managed hosting, managed security, managed networking and a tier one global backbone. NTT Communications' services address the five primary challenges that Twitter faced:

### 1. Scalability and support during intense growth:

- Twitter benefited from NTT Communications' managed hosting platform which is designed to meet the explosive bandwidth requirements and provides virtual space allocations for new server additions.
- Given the competition in the market, NTT Communications distinguished itself by including a dedicated technical account manager ensuring quick response times for trouble resolutions and service additions.

### 2. Network bandwidth:

- When Twitter's bandwidth requirements quadrupled in one three-month period, NTT Communications' bundled package model allowed Twitter to procure additional bandwidth capacity on-demand.

### 3. Speed to market:

- In a matter of weeks, NTT Communications can dramatically ramp-up processing or storage capacity – a process that would take months if performed in-house.

### 4. Cost Savings:

- NTT Communications offers higher Service Level Agreements (SLAs), faster provisioning and more robust solutions for 5-11% less than the cost of self-managed alternatives.
- NTT Communications' cost model makes managed services much more scalable without necessarily requiring collocation even at very large volumes of servers and power usage.

### 5. Greener Data Centers:

- Appropriate stewardship of the environment is a serious concern for Twitter's leaders, who want to ensure that their operations have the minimum possible environment footprint.

- NTT Communications has instituted The Green Initiative – a company-wide strategic program that aims to lower emissions from its commercial data centers, establish good environmental practice and discipline throughout its corporate operations, and encourage customer participation and partnership.

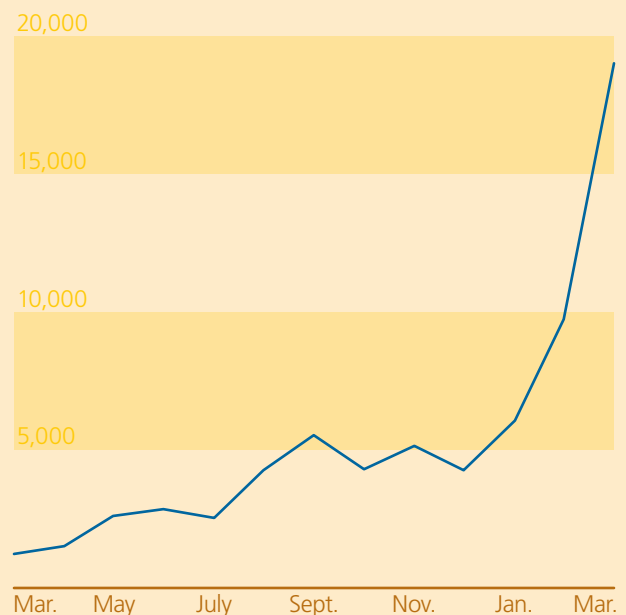
## The Result

“In 2008, Twitter began adding users and delivering Tweets at growth rates unseen by many companies. The infrastructure demands for this kind of growth are immense, extremely fast paced, and must be delivered without error. Twitter has a social responsibility to be online and accessible 100% of the time, and we have been able to rely upon NTT Communications for their infrastructure, reliability & global perspective to ensure this.”



**Dick Costolo**  
Chief Operating  
Officer, Twitter

### Media Trend Report, Year Ending March 2009 Twitter.com Site Visits, in thousands



Source: ComScore Media Trend Report published by TechCrunch.com on April 24, 2009