

# Digital Marketing Case Study

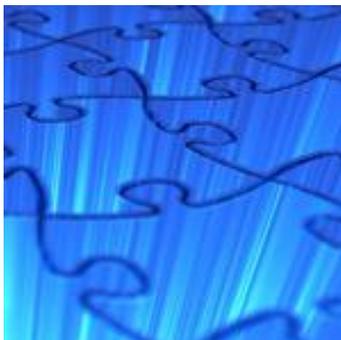


Acquisio's rapid growth was restrained by their former colocation provider. With Cologix, their unpredictable needs are supported.

Acquisio offers robust media solutions to optimize, manage and track digital marketing across social, mobile and display platforms. The company serves agencies, resellers and advertisers around the world, including Canada, the U.S., Europe and Asia. Through Acquisio's industry leading solutions, clients can aggregate data into usable forms for high performing digital marketing campaigns that drive the most value for online marketing investments.

acquisio

Acquisio has a good problem: with staggering growth, it's challenging to plan ahead in terms of IT infrastructure needs. In 2012, the company was at a crossroads with their former data center provider who couldn't meet increased power needs nor accommodate additional machines. The incumbent provider reserved extra capacity for other clients, stunting Acquisio's growth with the company. Accordingly, Acquisio knew it was time to move on.



"We needed a company that made everything possible as they went along to **add more and more services**, and that's what we found at the Cologix Nun's Island facility. Since we've been at the data center, **we haven't been impacted by a major power or cooling event**, so it's a great advantage for us to be with Cologix."

– Acquisio Infrastructure Director Maxime Bellerose

## Requirements & Challenges

- Provider within a 30 kilometer radius of Acquisio's headquarters in Montreal
- Site that supports Acquisio's exponential growth
- Facility that meets customers' strong security requirements
- Data center redundancy, maintenance & monitoring to promote 24/7 uptime
- Access to multiple providers for backup connectivity across all networks
- Vendor neutral connectivity

## Solution

- ✓ Cologix Montreal data center on Nun's Island
- ✓ Flexibility with additional capacities
- ✓ 75+ unique network provider options
- ✓ Remote hands support
- ✓ 24/7 accessibility to the data center
- ✓ Strong mechanisms around physical security
- ✓ Transparent integration with Acquisio's existing infrastructure
- ✓ Easily reachable Cologix account manager
- ✓ Quick turnarounds on service requests
- ✓ Peace of mind with ample Cologix room to grow across 24 North American facilities

24 Network Neutral Data Centers Throughout North America

Columbus - Dallas - Jacksonville - Lakeland - Minneapolis - Montreal - New Jersey - Toronto - Vancouver



Sales@cologix.com | 1.855.497.2537 | www.cologix.com





## Results

After deciding to move from their former colocation provider, Acquisio called Cologix Montreal. After a quick discussion, Acquisio migrated rapidly and efficiently into Cologix's Nun's Island facility the following weekend. Through the choice of Cologix, Acquisio gained many benefits, including:

### **Planning for the Unknown**

In a few cases, Acquisio required additional equipment within the server room at Cologix that wasn't standard. In the company's prior experience, it's hard to fit something different than standard in a colocation environment; however, the Cologix team at Nun's Island provided accurate space within a short deadline to ensure the unique equipment fit efficiently and was configurable. Acquisio expects to continue to grow very quickly and can rest assured because, through Cologix's expansion efforts, there's additional capacity and space on Nun's Island or in Cologix's six additional Montreal data centers. Acquisio gained prefaced growth with Cologix, allowing them to plan ahead, but to also meet customer projects that require many new machines in a very short time frame.

### **Never at the Mercy of One Provider**

Cologix's network neutrality was a major factor for Acquisio as the company never leverages less than two providers. The company takes advantage of carrier neutral choice among 75+ unique networks via the Cologix-controlled Meet-Me-Room on Nun's Island and Metro Connect solution that unites all seven Cologix Montreal facilities. This facilitates supreme redundancy across multiple providers through interside connectivity that doesn't follow the same path across the Montreal area, a safe solution as there should always be at least one path working.

### **A "Very Happy" Customer**

Acquisio considers Cologix's operations a great advantage, as the company notices that Cologix is constantly improving processes for facility maintenance and security. Additionally, when Cologix asks Acquisio to make changes to their hosting rack, Cologix always offers to make the changes – and Acquisio can always expect a job well done, with no complaints.

### **Location, Location, Location**

Not only is the Cologix data center on Nun's Island within reasonable driving distance to Acquisio headquarters (just across the Saint Lawrence River), the data center also meets Acquisio's need for geographic diversity. The facility is far enough from Acquisio's main office and IT infrastructure to provide a backup layer in the case of a natural disaster, further ensuring the company's services never go down. Additionally, the Nun's Island data center is slightly outside of downtown, avoiding traffic.

***"The fact that Cologix is network neutral and interconnected to about any provider in the Montreal area is very good for Acquisio. It's enabled us to be a very redundant platform that survives whatever comes without impact."***

*– Acquisio Infrastructure Director Maxime Bellerose*