

Cloud Case Study



To meet growing demand for its cloud solutions, BlueBridge Networks scales its premium services through Cologix's superior Columbus data center.

BlueBridge Networks (BBN) is a total technology solutions provider headquartered in Cleveland, Ohio. The company offers cloud computing, data center services, and infrastructure solutions from geographically diverse facilities throughout Ohio.



With a growing client base, BBN needed to scale its critical IT infrastructure to meet increased cloud service demand. BBN provides the highest standards for uptime, quality and service, and as such, required a data center colocation provider able to meet these rigorous prerequisites and support BBN's expansion. Another driving factor was the vital need to remain strong and competitive in order to stand out in a big box of commodities, while reducing hops and distance to additional fiber. Additionally, BBN clients added data center compliance essentials in order to meet strict industry regulations such as HIPAA and others.



"In a web- and data-centric world, the responsibility we have as stewards of our clients' lifeblood is huge. Cologix affords BlueBridge Networks **the ability to compete effectively** with regional players operating local or national facilities with the opportunity to be in an equal or better facility than our own data centers. When **we inspect what we expect**, it's literally just that: **equal or better.**"

– BlueBridge Networks Managing Director & Partner Kevin Goodman

Requirements & Challenges

- 24/7 high availability, including in sandbox environments
- Support to fully enter the Columbus enterprise market
- Operational excellence & high reliability
- Comfort of similar corporate culture
- Efficient power-cooling ratios
- Preference for industry compliance, including Tier 3-4 Certification
- Millisecond speed increases for optimal end-user experience
- Non-competitive data center provider to facilitate a symbiotic relationship

Solution

- ✓ Cologix's robust connectivity to 30+ unique carriers with fiber rich assets & network neutrality
- ✓ Likeminded Cologix culture with high operational standards & ease of business
- ✓ Outstanding top-down communications with approachable Cologix senior management
- ✓ Third-party audited, richly compliant provider
- ✓ Access to 24 Cologix data center sites across North America
- ✓ Geographic & climatological diversity on a separate national power grid

24 Network Neutral Data Centers Throughout North America

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



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“At the end of the day, our mission of keeping businesses in business is further enhanced by the Cologix relationship. We can come into an existing data center much more cost effectively. In many ways, we’ve gotten better with more access and interconnectivity to multiple facilities and markets.”

– BlueBridge Networks Managing Director & Partner Kevin Goodman

Results

After running the cloud business in Cleveland and Mayfield Heights, BBN needed to expand their infrastructure to support growing demand. By moving their network node to Columbus, they could also focus on the local enterprise market and provide a regional failover site. Through Cologix Columbus provision of cabinet space, redundant A+B power, and access to additional dedicated point-to-point circuits between Cleveland and Columbus, BBN gained many advantages, including:

Massive Reach & Scalability

With access to 500,000 data center SQF throughout North America, BBN is able to enter new markets with the same kind of interconnectivity and security that the company is used to at the Cologix Columbus facilities. Additionally, access to more than 450 unique network carriers and 1,600 Cologix customers opens significant business opportunities through direct, on-site connection with companies potentially interested in premium cloud services. As BBN continues to experience customer base growth, Cologix will support the company’s expansion across North America.

Faultless, Redundant, Purpose-Built Facility

Cologix Columbus promises a 100% uptime environment, as evidenced in the fact that customers have not experienced one outage. The site is also on the national power grid 3 versus the national grid 2 in Cleveland. This offers BBN true failover with two geographically diverse locations backing up each other, benefiting BBN customers with an extremely robust power and network infrastructure. After looking at various data centers in the area, BBN chose Cologix for the industry leading power supply (up to 65 kW per cabinet) as well as 2N redundancy that covers both power and air conditioning. BBN can also feel secure in the data center’s structural integrity, which is outside the flood plain and rated to Miami-Dade Hurricane and California earthquake standards.

Staying Ahead of the Green Technology Curve

BBN firmly prioritized data center provider stewardship of the earth’s resources as a must-have to align with BBN’s corporate values. BBN noted Cologix represents these beliefs by maintaining the critical components, performing the continuous improvements, and focusing on environmental initiatives, such as improving air flow and reducing the data center footprint. Cologix Columbus pays attention to earth-friendly approaches and continues to invest in green technologies.

The Only Data Center Provider in Ohio with SSAE 16 SOC 1 & SOC Type 2 Audits

Cologix Columbus is the only facility in Ohio able to achieve SSAE 16 SOC 1 and SOC Type 2 audits, which makes it easier for BBN to do business with enterprise customers. This also provides BBN with an immediate level of credibility and confidence, while also reducing the company’s capital expenditure and saving its customers’ money. Compliance ultimately further augments BBN’s mission of keeping businesses in business. Cologix also supports BBN with meeting EU Safe Harbor requirements, PCI compliance, HIPAA, and others, which facilitates certain physical and logical elements of security so BBN can continue to deliver cloud offerings in a robust, highly available, secure manner.

Local & Personal Approach

In Cologix, BBN found a provider that’s likeminded and passionate. The Cologix Columbus team provides local, personal touch points and direct access to technicians. BBN can also attest to and count on Cologix’s excellent service, SLAs, policy and procedure framework, ticket systems, documentation, communication dissemination, and response times in a big way.