



Data Center & Interconnection Case Study: IT Consultants



Emergent Networks

Consultancy saves almost \$50,000 through colocation tax savings, but finds essential value in data center reliability & connectivity

As one of the most respected full-service technology consulting firms in Minnesota, Emergent Networks, LLC helps customers streamline their business to renew the focus on growth and profitability. For more than 30 years the company has served as a strategic partner to clients on projects ranging from software development and no downtime migrations, to supporting project and purchase decisions that help clients use technology as a competitive advantage rather than a necessary evil.

Emergent Networks helps clients accomplish ambitious business goals by identifying proven, best-in-class IT solutions on a daily basis, and took the same approach when considering data center colocation providers for its own infrastructure. Emergent Networks' top priority was a carrier independent data center that facilitated a high-availability and data centralization strategy to support its offices throughout the state.

After 10 years of limited connectivity options with a local data center, Emergent Networks upgraded to Cologix Minneapolis colocation, which offered industry-leading infrastructure redundancies as well as growth opportunities. As icing on the cake, Emergent Networks realized significant savings through the State of Minnesota's sales tax incentive program when deploying with Cologix.



"The real driver behind our growth with Cologix is the **high-availability data center features**, including Cologix's **robust owned and operated power infrastructure**. Additionally, from a connectivity standpoint, I've never seen anything even close to what Cologix has in Minneapolis. Cologix's Meet Me Room is a key piece of what we do, as it has every provider you can think of in the building. We were pleased with the initial **savings of \$50,000 via the sales tax rebate** through Cologix Minneapolis and, more importantly, the rebate has been a **big incentive to attract customers to Emergent Networks services** within the data center."

— Jamie Anderson, Emergent Networks President

Requirements & Challenges:

- Data center to support centralization strategy
- Mass of carrier neutral interconnection options
- Highly redundant infrastructure for constant availability
- Strategic advantage of third-party colocation to manage physical infrastructure

Solution:

- Unparalleled, neutral access to 70+ networks plus MICE
- Massive infrastructure reliability owned & operated by Cologix
- Initial sales tax savings of \$50K
- Secure, custom cage flexibility
- SSAE 16 certified data center

Where Networks Connect

US: Columbus | Dallas | Jacksonville | Lakeland | Minneapolis | New Jersey

CANADA: Montreal | Toronto | Vancouver

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“Cologix purely manages the physical elements of our data center — the power, cooling, connectivity and brick and mortar. The Cologix partnership provides quality base elements we need to then build our business on top. Neutral carrier choice also keeps things simple when needs change as you grow. The robust network ecosystem enables reduced connectivity costs by avoiding local loop fees, creating competition among carriers, and getting more bandwidth for lower pricing due to the carrier hotel’s access.”

— Jamie Anderson, Emergent Networks President

Results

Through colocation, Emergent Networks pursued a strategy of data centralization and availability so that if connectivity or power went out in any of its central offices, the Emergent Networks staff can work from home with full accessibility to mission-critical applications and data. With Cologix, Emergent Networks accomplished this goal, gaining premium colocation infrastructure for its production data center, a 100 percent uptime cloud hosting platform, data centralization and availability, as well as:

A Self-Reliant Facility

The main driver behind Emergent Networks' growth into Cologix's cutting-edge MIN 3 data center is the extensive power backups. The key was Cologix's ownership and control of the high-availability power and cooling infrastructure.

Savings via Minnesota's Sales Tax Incentive

Not only did Emergent Networks save up to \$50,000 with Cologix through Minnesota's sales tax incentive program, but the savings have also served as an incentive for Emergent Networks' customers to move to Cologix colocation as well. The continued long-term savings will free up funds that will support Emergent Networks' continued growth.

An Ideal Place for Customer's IT Deployments

Emergent Networks regularly brings clients to work directly with Cologix, and assists with their data center migration, managed services and other needs. Many Emergent Networks customers leverage a mix of on-premise and colocation deployments for disaster recovery or production space, which provides a much higher level of uptime versus their on-premise deployments. Cologix colocation creates particular value for overseas companies that want a small footprint in the Minneapolis area without extensive overhead, but with the benefit of Emergent Networks' managed services. Emergent Networks also has the option to bring customers into its custom cage deployment within the Cologix facility to provide smaller, secure space on a per U basis.

The Value of Carrier Independence

When Emergent Networks brings client deployments into the Cologix data center, the customer has the freedom to change carriers at will without having to relocate to a new data center. With the extensive collection of networks, Cologix has also led Emergent Networks to several different carriers and fiber providers that the company wasn't aware of previously. Additionally, access to the Midwest Internet Cooperative Exchange (MICE) is big for Emergent Networks as it allows the company to reach carriers more cost effectively with fewer hops for direct network connectivity.

Platform to Grow Its Business

A 500 SQF custom cage environment backed by redundant A+B power creates flexibility for Emergent Networks and its clients for easy cabinet and cabling management. The company also benefits from an SSAE certified facility that meets the requirements of many financial services and health care clients to help the company win new business by giving Emergent Networks the opportunity to compete.