

Network Service Provider Case Study



Mammoth Networks exhausted the carrier options with their first colocation provider. With access to 75+ unique networks, their growth is no longer limited.

Mammoth Networks does more than resell, stacking multiple networks to present customers with a single network offering. Once focused on their competitive local exchange carrier (CLEC), the company advanced to interface multiple carriers on a single Ethernet platform. Mammoth's core competency is uniting disparate networks, particularly in rural environments. Most metro area problems are easily solvable through cable, carrier and other services, but there are many underserved, remote U.S. markets. That's where Mammoth comes in.



Mammoth has enough business in Minnesota to justify a local presence; however, the first colocation provider selected to support the expansion left the company bereft of sufficient connectivity options with challenging site maintenance and accessibility. This drove Mammoth to pursue the most connected building in Minnesota to establish their point of presence (PoP) at the Internet's new edge.



“Anyone in telecom can take care of the biggest cities. Everyone is always in a hurry to get a point of presence in a market like Los Angeles or Miami, but that approach misses developing sources of growth. **It's important for us to work with data centers like Cologix in second tier markets as data demand increases.**”

– Mammoth Networks CEO Brian Worthen

Requirements & Challenges

- Network neutral provider
- Industry-leading carrier density
- Customer reach
- 100% uptime
- Top notch service & security
- Accessible location for maintenance
- Low costs to support high margins
- Solid service reputation among industry peers
- Technical support at any hour
- On-time, on-spec service delivery

Solution

- ✓ 75+ unique networks in Cologix's facility in the 511 Building
- ✓ Diverse UPS, generators & power feeds: 100% uptime service level agreement (SLA)
- ✓ Network hub anchored in the carrier hotel that creates a wide, multi-state footprint to reach new customers
- ✓ 24/7 tech support with remote hands service supported by a web-based ticketing system
- ✓ Closed-circuit TV, round-the-clock guards & 24/7 keycard access
- ✓ Lowest total cost of ownership

24 Network Neutral Data Centers Throughout North America

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“A network neutral data center is important because with data centers that aren’t neutral and also sell network, there always seems to be a hidden agenda or a spin toward their relationships. Neutrality means all carriers are on the same page. We want to sell and receive services hubbed to a data center, so neutrality is huge for us and our business.”

– Mammoth Networks CEO Brian Worthen

Results

Mammoth required a better location to start their Ethernet network service in Minnesota. The company approached finding a new provider systematically, drilling down from the state to the city level, down to the site level, to the vendor managing the cross connects in the building. After this analysis, it was natural for Mammoth to turn to Cologix, particularly after hearing from a number of peers that were very happy with their Cologix relationship. In addition to establishing base reach into the Minnesota market, Mammoth gained:

Redundancy

Mammoth's customers demand strict SLAs, so trust in the underlying infrastructure is important. The most extreme cost the company faces is loss of power, which pushes reliable power and cooling to the top of their list. Cologix provides redundancy throughout the power chain, backed by 100% uptime SLAs that Mammoth can rely on for their own customers.

The Densest Connectivity in Minnesota

Mammoth's products are grounded in access to carriers. With more peering occurring in Tier 2 markets like Minneapolis, Mammoth is able to reduce latency and costs of connecting to other network partners, ultimately building out the mesh that is the Internet. Additionally, Mammoth adds depth to their reach by offering their services to hundreds of Cologix customers.

Round-the-Clock Support

With almost 100 wholesale clients that rely on Mammoth circuits coming in and out of Minneapolis, reliability is highly critical. Mammoth finds Cologix's ticket system very convenient, with the ability to place a service request whether it's 1 p.m. or 1 a.m. In the company's past experience, it was no surprise to find other data centers that take four hours for someone to arrive to begin addressing a problem, or a provider that hires a contractor who is completely unfamiliar with the layout to close a service request. Employee familiarity with the building's layout is crucial for efficient service, and Mammoth finds that with Cologix's 24/7 tech support team.

Why Cologix?

Mammoth needed a vendor who impacted timelines, not a provider who rents a closet in the building who can't turn things up quickly, promptly or accurately. Up to seven years after a turn up, Mammoth needs the vendor's data to match their records, which is not feasible for colocation centers working on a shoe string budget. It's more important to go with entities like Cologix that offer industry-leading support such as automated billing to facilitate the utmost efficiency. In new provisioning situations, customers expect to receive a circuit on a certain date, and Mammoth can depend on Cologix to make it happen, which ultimately saves the company time and resources because Cologix is very responsive to Mammoth's needs.