

Colocation &
Interconnection
Case Study:
**Cloud
Services**



Top tier cloud solutions provider enters underserved Midwest market via production cloud node with Ohio's most connected data center.

NewCloud Networks makes it a point to only deploy cloud infrastructure in the best data center facilities in order to offer maximum-value cloud solutions that feature top performance and reliability at an affordable cost. It's of significant strategic value for the company to place gear close to end-users for an optimized experience. This approach reduces latency between cloud nodes, as NewCloud aims for less than 40 milliseconds between any hop.

When pulling Midwest customers into its closest data center near Denver, NewCloud found that not all Internet service is equal as differences in network performance were noticeable when backhauling the data. After meeting Cologix, NewCloud immediately recognized the tactical and cost advantages of a Midwest node closer to end-users to make the customer experience as good as it can be in the region. Cologix's Meet-Me-Room in the Columbus carrier hotel offers more peering providers than any other colocation facility in the region to propel NewCloud's expansion into the Midwest and surrounding areas.

“Our Midwest customers noticed an **immediate performance gain** when our Columbus site went live with latency measured at less than 20 milliseconds. Through colocation, Cologix helps us accomplish our goal of delivering an **ultra-low-latency cloud solution** to all of our customers across the U.S.”

– Kris Hogaboom, Vice President, Engineering, NewCloud Networks

Requirements & Challenges

- New Midwest network extension to support growing customer base
- Infallible infrastructure to continue 100% uptime track record
- Cut distance between New York & Denver relay points

Solution

- Concurrently maintainable data center built for uptime
- Network neutral access to +40 unique carriers to meet a variety of MPLS needs
- Confidence to expand into new Upper Midwest market for proximity to customers

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Where Networks Connect

US: Columbus | Dallas | Jacksonville | Lakeland | Minneapolis | New Jersey
Canada: Montreal | Toronto | Vancouver





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“Cologix presented a unique opportunity to deploy in the most resilient and connected data center in Columbus. With more than 40 on-site carriers, 100% uptime track record, innovative security features, and proactive customer service, Cologix was the ideal choice to further optimize the delivery of NewCloud’s maximum-value cloud solutions to our growing Midwest customer base.”

– Kris Hogaboom, Vice President, Engineering, NewCloud Networks

Results:

NewCloud placed a new full production cloud node in Ohio for closer access to Midwest data origination points, finding Cologix Columbus is the perfect fit to enable optimized delivery of latency-sensitive applications, as well as:

The Major Elements: Connectivity, Reliability & Proximity

Reducing latency and maintaining 100% uptime are always top of mind for NewCloud, both of which are reliant on the company’s network infrastructure performance. In any given week, NewCloud can encounter 25 different backbone carriers. Additionally, the company can’t predict which existing services customers will bring to the table in terms of MPLS. To eliminate the challenges of connecting, Cologix offers on-site access to all of the networks NewCloud already works with. Cologix’s layer 2 direct connect technologies, multiple ingress and egress points, and peering arrangements make it a lot easier for NewCloud to meet latency requirements in a location within proximity to new and existing customers. With data center locations in New York, Denver, Los Angeles, Phoenix, and now Columbus, the data transfer distance to its Midwest customer base is significantly reduced.

Premium Data Center Features & Services

NewCloud only uses best-of-breed infrastructure in its stack to deliver high-end services, which is similar to Cologix’s choice of top-of-the-line solutions for its 24 data center facilities throughout North America. The preventative measures Cologix has implemented, from multiple fiber entrances to ensure there’s always a live connection to the security features, builds a great deal of confidence for NewCloud. Access logs, limited entry, 24/7/365 on-site security guards, man traps and other features guarantee only authorized access to NewCloud’s production infrastructure. For a company with executives frequently coming and going, it’s important to have data center access to tour prospects in the most professional manner possible, with additional features like conference rooms and Wi-Fi access to ensure high-productivity work continues uninterrupted, even when visiting the facility. Also, compliance with regulations like HIPAA and PCI is a huge asset in winning new business.

“People Definitely Make the Difference”

From the start, NewCloud found Cologix provides hands-on, responsive local service unique from other colocation firms. Most providers weren’t willing to invest time into the discovery phase of the deployment to address NewCloud’s specific data center requirements, tending to stick to generic configurations. With “spectacular” sales support that ensures the company’s needs are met in a customizable package, NewCloud found a colocation partner that works with the company at each step to move its business forward. This personal approach makes it easier for NewCloud to differentiate its services, which, in many cases, entails custom-architected cloud solutions. Additionally, qualified data center technicians on-site 24/7 only augments NewCloud’s sales and operations efforts.

About NewCloud Networks

Founded in 1988, NewCloud Networks (NCN) is a national cloud computing and communications provider specializing in hybrid cloud, cloud desktops, backup and disaster recovery, and hosted PBX. 2,500+ customers and 2,000+ sales partners choose NewCloud for the trust that comes from an established, financially stable, and transparent cloud company. NCN delivers real value, maximum uptime and performance, and solutions that are customized to customer needs. NewCloud’s unified cloud platform is SOC, HIPAA, and PCI compliant and features best-of-breed solutions that are priced competitively against commodity cloud offerings. The guiding principle - take care of customers, partners and employees and everything else will take care of itself - has led to a 95% cloud customer retention rate to date. Visit www.newcloudnetworks.com.