

Cloud Communications Case Study



Ubiity's ideal data centre is integral to business with redundant power and network connectivity, while requiring little attention. Cologix masterfully fits this role.

Ubiity connects professionals in more than 70 countries through fully hosted telephony systems that provide a variety of functions unavailable through typical telecom providers. Through dedicated cloud solutions, including IP phone service, unified communications, SIP trunking, dedicated Internet access, and CRM/ERP software integration, Ubiity users gain guaranteed, automated, secure software telephone service that enables 100% mobility globally with no maintenance costs and minimal equipment expenditure.



As a software company, managing data centre infrastructure is not Ubiity's core expertise. The company needed to host their servers with a provider with redundant power and multiple carriers to support more than 10,000 daily users with unrelenting service. With Cologix Montreal knowledgeably managing all of the infrastructure and physical security aspects of Ubiity's business, the company doesn't have to worry about that fundamental portion of their business, giving Ubiity peace of mind and the ability to scale their software business considerably.



"The main thing we get with Cologix **that we can't find elsewhere** is access to such a large number of network and service providers in the MTL 3 data centre. It's such a **central point and critical location** to be as close to upstream providers as possible in **Montreal's only carrier hotel**. When it comes to new points of presence (PoPs) and connecting different PoPs together, it's a very high probability that any North American carrier has a presence or central location in this carrier hotel, accessible through Cologix."

– Ubiity CTO & VP Sebastien Couture

Requirements & Challenges

- Date centre that safeguards Ubiity's promise of HD quality, uninterrupted telephone service 24/7
- Downtown location in proximity to Ubiity's Montreal offices
- Choice from numerous Internet service providers (ISPs)
- Reliable & robust infrastructure
- Uptime guarantees supported by data centre policies & procedures allowing Ubiity to tout highly dependable service

Solution

- ✓ Cologix's data centre in Montreal's sole carrier hotel in a prime downtown setting
- ✓ Access to 75+ unique carriers
- ✓ Support for a private network between Montreal & other Ubiity networking hubs
- ✓ Unfailing Ubiity service platform supported by a robust, reliable failover framework
- ✓ Increased cost effectiveness by connecting Ubiity's geographically diverse IT sites
- ✓ No major power outages with Cologix

24 Network Neutral Data Centres Throughout North America

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



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Results

Ubity has been a client since Cologix Montreal's inception, starting service in 2008 and gaining:

Building New Network Connectivity & Reliability

Through expansive connectivity options, Ubity connects to carriers that are present in other major metro areas, creating a gigabit private network with a significant geographic reach across North America. This is not something Ubity thought they could do, but the company now can through colocation in MTL 3 specifically, which is connected to both local networks and worldwide carriers alike. The private network was surprisingly easy to interconnect, which serves as failover and a data synchronization medium across multiple Ubity IT sites. With full redundancy, if any infrastructure fails, Ubity can backhaul traffic through border gateway protocol (BGP). Geographically dispersed customers can transit through either site via BGP without any service impact, making the private connection critical for Ubity. Additionally, through this private network, even if a service provider goes down, Ubity can access servers through either of their location's infrastructure for uninterrupted service.

Preeminent Carrier Hotel Location

The main driver behind Ubity working with Cologix is because of the company's data centre location in Montreal, particularly the downtown MTL 3 site. The Ubity offices are also downtown, which allows the Ubity team to reach the data centre without being stuck in traffic or otherwise delayed if they need to reach the data centre in a timely manner.

A Majority of Network Providers in One Place

Another major reason Ubity opted for Cologix Montreal, especially the MTL 3 data centre, is because it samples so many providers as the main carrier hotel in Montreal. This allows Ubity to be very close to the providers they use to service their own customers. Not only that, but having access to worldwide networks that extend across the backbone of the Internet as far as Quebec and Eastern Canada is concerned is deemed a certain advantage for Ubity. Wherever Ubity expands in the future, the connectivity of Cologix's North American platform featuring 24 centrally located data centres allows Ubity to conveniently interconnect their new sites to existing infrastructure, avoiding additional costs.

Dependable, Profitable Service

Ubity has always had superior, consistent services through Cologix. The central data centre location and access to so many local and worldwide carriers has definitively allowed Ubity to leverage their Cologix services to drive their own business. Customers trust Ubity to have a reliable and robust infrastructure, and with stringent, guaranteed SLAs with Cologix, this translates to Ubity offering industry-leading SLAs to clients. Additionally, with Cologix's power upgrades to the MTL 3 data centre, Ubity can rest assured their record of no outages with Cologix will continue.

In IT, Timeliness is Key

Cologix is always responsive – in fact, every time Ubity added a cross connect, it's always been performed in a timely fashion within 24-48 hours by Cologix, resulting in a consistently pleasant service experience.



“The relationship has been great with Cologix, and that’s what I want with a data centre. We’ve never had issues and we love being there because it’s a geographically central location with an excess of providers available. Things are done in a timely fashion, cross connects are installed quickly, we can work without impediments, no outages – that’s as good as a data centre can get. A data centre should not get in the way, and Cologix has not.”

*– Ubity CTO & VP
Sebastien Couture*