

Dark Fiber & Metro Ethernet Case Study



Unite Private Networks leverages Cologix colocation services to expand its market reach and offer new enterprise connectivity services

Unite Private Networks (UPN) offers high-bandwidth, fiber-based communications networks and services across a 20 state service area. With more than \$500 million in total customer contract commitments, the company serves more than 250 communities with 5,000 metro fiber route miles and 2,500 on-net buildings. Founded in 1998, the company specializes in dark and lit fiber, private line, optical Ethernet, Internet access, data center services and other customized solutions.



UPN zeroed in on Dallas as a core metro market and robust communication network primed for growth. Breaking into North Texas through the implementation of a 300 node network to support the Dallas Independent School District, UPN saw additional growth opportunities in the enterprise market. To reach a larger enterprise customer base, UPN sought a data center with the closest connectivity to the Internet and other carriers and businesses.



“Cologix is a key component that is integral to our position in the Dallas market to support key clients in the area... With help from Cologix, we can **continue to expand our reach**, connecting enterprises in the Dallas/North Texas area to upstream network service providers and vice versa.”

– Unite Private Networks Vice President of Enterprise Sales Steve Hartman

Requirements & Challenges

- Ease of doing business, supporting band
- Proximity to UPN's fiber network
- Redundant power density
- Local senior management & technical support presence for timely turnarounds
- Leading intervals for turn up
- Carrier-neutral provider
- Commitment to facility upgrades
- Use of innovative technology
- Service provider & facility brand recognition
- Partner relationship that supports expansion

Solution

- ✓ Seamless integration of Cologix Dallas with 300+ miles of UPN fiber in North Texas
- ✓ Dedicated data center cage with main point of presence (PoP) in the Cologix-controlled Meet-Me-Room (MMR) offering choice of 35+ unique networks
- ✓ Flexibility to accommodate UPN's growth in the Cologix Dallas data center
- ✓ Carrier neutrality with intrabuilding connectivity options
- ✓ Accessible, helpful & local operations team
- ✓ Connectivity between two power grids

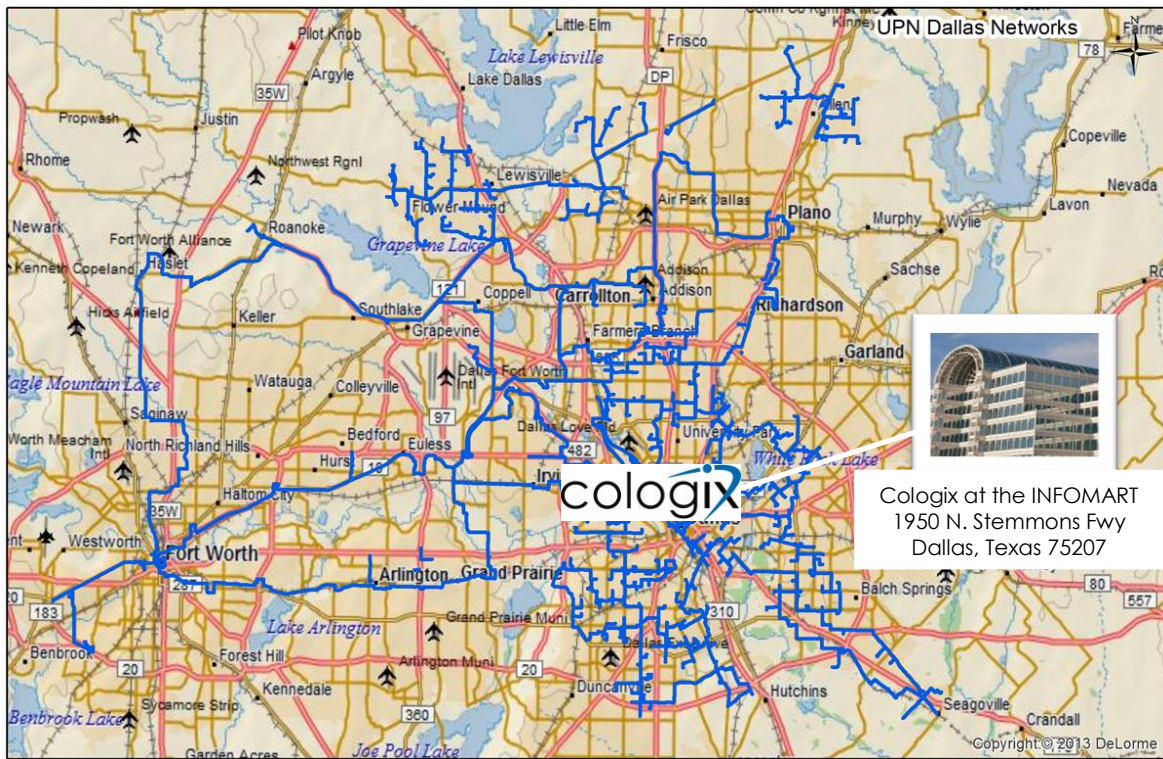
24 Network Neutral Data Centers Throughout North America

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



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Unite Private Networks Dallas metro fiber map pinpointing the Cologix data center at the INFOMART.

Results

With UPN's entire network coming out of the Cologix Dallas facilities at the INFOMART, Cologix is the host of UPN's core network, facilitating:

Market-Leading Connectivity

UPN gained access to the INFOMART by deploying a PoP in the Cologix-controlled MMR. UPN's position within Cologix unlocked direct access to 35+ unique networks, Cologix's enterprise customers, and other INFOMART tenants.

Changing the Future of UPN's Business

Not only is UPN able to expand further into the enterprise vertical, the company now also provides IP services in the Dallas-Fort Worth metroplex. Both growth drivers are directly tied to the company's relationship with Cologix. The expanded solution sets are game changers for UPN, as they're able to offer new services they couldn't provide before by utilizing colocation facilities.

Ease of Doing Business

Cologix helps UPN do business quickly and effectively, which is an important differentiator for growing regional networks. The Cologix Dallas operations team is accessible and helpful with quick turnaround needs, such as time-sensitive installs and implementations.

Power Reliability on Priority Feeds

In the 14 years that the Cologix data center has been operational, it has never sustained a power outage. With two feeds from three different utility substations, two uninterruptible power systems, and one backup generator, the Dallas facility offers leading power redundancies on a priority power feed with the local hospital system.

"We have worked with providers in 24 U.S. markets, so we have extensive experience with all sorts of data centers. Cologix is in the top tier of experiences we've had."

— Unite Private Networks Vice President of Enterprise Sales Steve Hartman