

Hosted Services Case Study



ThinkOn changes the way businesses think of cloud through an always-on infrastructure hosted within a rock solid data centre with industry-leading network access.

When Craig McLellan, former CTO of Hosting.com, looked at the Canadian landscape for ideal partners, he had some important things in mind. His goal of returning to his native country to change the way Canadian business thought of cloud services was ambitious. The result: ThinkOn, which provides a virtual data centre platform that empowers partners to deliver a flexible, powerful and cost effective always-on infrastructure to customers.



To achieve these goals, ThinkOn needed a colocation partner with a rock solid data centre and access to an expansive network neutral service provider community. The facility had to seamlessly integrate with an enterprise-grade, computing environment built on industry-leading HP, VMware, EMC and Juniper Networks infrastructure that satisfies the most demanding customer. With 150+ unique networks in Cologix's Meet-Me-Room (MMR) in Canada's largest carrier hotel, ThinkOn had found its home.



"To ensure we reach the broadest market for our services, it was critical to establish a relationship with a key colocation data centre provider for access to an **expansive customer ecosystem** offered through the facility. Through the reach of Cologix, ThinkOn gained wide uptake of our services in a robust environment primed with opportunities. With a focus on colocation, **Cologix complements and does not compete with ThinkOn.**"

– ThinkOn President & CEO Craig McLellan

Requirements & Challenges

- Infallible data centre for 100% uptime to support 24/7 services
- Wide-reaching telecommunications connectivity
- Flexible, convenient service experience
- Partner-friendly data centre supporting a service provider ecosystem
- Continually monitored & tested infrastructure

Solution

- ✓ Cologix's focus on providing high quality data centre space, connectivity & power
- ✓ Anchor tenancy at 151 Front Street in downtown Toronto
- ✓ Access to 150+ unique network carriers
- ✓ Cologix's concentration that ensures service alignment with providers
- ✓ 24/7 Monitoring via Cologix Command DCIM

24 Network Neutral Data Centres Throughout North America

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



Cologix: Sales@cologix.com | 1.855.497.2537 | www.cologix.com

ThinkOn: info@ThinkOn.com | www.ThinkOn.com



“Cologix offers colocation services and they’re great at it. They also have a long history of supporting service providers. With ThinkOn servicing the same customers with a focus on services above the data centre, the relationship is a perfect fit. Additionally, Cologix is a great believer in supporting their partner ecosystem, actively facilitating introductions where partners desire.”

– ThinkOn President & CEO Craig McLellan

Results

After surveying the landscape in downtown Toronto, ThinkOn realized Cologix was the ideal partner. With multiple sites in Toronto, direct access to the carrier-rich environment at 151 Front Street and superior customer service, Cologix is the optimal partner to expand ThinkOn’s wholesale Infrastructure as a Service (IaaS) solution. Through this relationship, ThinkOn attained:

The Most Connected Building in Toronto

ThinkOn has direct access to 150+ unique telecommunications providers at 151 Front Street. In addition, the company’s Backup as a Service (BaaS), Disaster Recovery as a Service (DRaaS), and IaaS solutions are deployed at Cologix’s second data centre in Toronto at 905 King Street, which enables channel partners to offer “ready to go” remote backup and disaster recovery services quickly and easily.

Service Alignment & Partner Ecosystem

As a channel-only distribution model, ThinkOn’s proprietary configuration empowers Software as a Service (SaaS), value-added reseller (VAR), and managed services provider (MSP) customers to focus on driving their business while also commanding an impressive 50%+ margin (or savings) on the ThinkOn platform. As a pure play colocation provider with a history of supporting service providers, Cologix is home to many channel partners that benefit from reselling ThinkOn’s wholesale IaaS platform. In addition, Cologix in the 151 Front Street building in downtown Toronto represents direct access to some of the largest markets in Canada.

Unrelenting Data Centre

ThinkOn knows data centres and found Cologix’s facilities to be well maintained, accessible and very secure. Cologix demonstrated a number of facility upgrades as well, investing in uninterruptible power systems (UPSs), electrical supplies and significant cooling improvements. This includes the installation of new chillers at 151 Front Street that provide an additional layer of cooling redundancy.

Flexible Customer Service

When ThinkOn needs support, Cologix demonstrates the value of their partnership by providing answers to questions and demonstrating flexibility and creativity when helping ThinkOn overcome challenges. Cologix’s commitment to ThinkOn has maintained and grown a healthy, positive relationship.

“Partnership relationships with providers like ThinkOn are an ideal value-add for both parties. ThinkOn offers non-competitive, complementary services to our customers, and through Cologix, ThinkOn has ample room to grow across 24 data centres throughout North America to drive business among Cologix’s 1,600+ customers. Our focus is on carrier choice, scalability, safety, security and reliability, all of which allows customers and partners like ThinkOn to focus on growing their core business.”

– Cologix Canada President Sean Maskell