

Managed IT Services Case Study



NOVIPRO isn't in the business of building data centers. The service provider takes advantage of the reach, robustness and network of colocation data centers.

NOVIPRO is the largest IBM partner in Canada, mainly focused on providing and reselling infrastructure services. Founded in Montreal in 1993, NOVIPRO's reach extends from the bare metal to the database, up to the application level. The company concentrates on four key pillars, including servers, data management, IT transformation and mobility solutions.



Based on customer demand for hosted services and the desire to provide Infrastructure as a Service (IaaS), NOVIPRO identified an opportunity to expand their solution set. Both services require significant capital expenditure to independently maintain critical IT equipment. However, with no intention of building data centers, the company opted for specialized colocation sites that support their goals much more cost effectively.

Requirements & Challenges

- Robust data center with 100% uptime
- Partner that enables NOVIPRO's entry into managed services & IaaS markets
- Industry-leading network reach
- Data center provider with a North American presence to sustain future NOVIPRO growth
- Support for NOVIPRO partner requirements
- Safe, secure environment
- Responsive & efficient service
- Broadening the NOVIPRO audience via affiliation with data center
- Avoid channel conflict

Solution

- ✓ Cologix's newest data center in Montreal at 1155 Robert-Bourassa
- ✓ Connection to 75+ carriers along with other Cologix customers & potential NOVIPRO clients
- ✓ Scalable space, power, cooling & network connections
- ✓ Technology-forward provider with hot aisle containment systems & in-row cooling
- ✓ Both NOVIPRO & Cologix customers benefit from new managed services & IaaS options
- ✓ 24/7 monitoring & support

24 Network Neutral Data Centers Throughout North America

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



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“We are changing the way things are done in the future at NOVIPRO by bringing additional benefits to our customers. Cologix enables our Managed Services, facilitating more flexibility for our customers so they can **repurpose and redeploy resources** to more important projects while NOVIPRO manages their infrastructure. We are basing our growth on Managed Services, which is made possible in part by Cologix.”

– NOVIPRO Executive Director of Business Development Alain Cormier

Results

NOVIPRO initially procured services in Cologix's data center at 625 Rene-Levesque Boulevard West in downtown Montreal in 2011. After learning more about Cologix's carrier density and 24 data centers throughout North America (seven of which are located in Montreal), NOVIPRO realized that their company had found a highly connected and geographically diverse provider, ideal for the launch of their ambitious new service offerings. In 2014, NOVIPRO expanded into a second Cologix facility at 1155 Robert-Bourassa Boulevard (formerly University Street) in Montreal, an annex to the downtown carrier hotel at 1250 Rene-Levesque Boulevard.

Combined Capabilities

As a result of this partnership relationship, Cologix customers now have access to managed services and IaaS through NOVIPRO's growth into new service areas, while NOVIPRO's services reach a much wider audience that now includes hundreds of Cologix customers. A truly symbiotic relationship, Cologix enables NOVIPRO to pursue new business and offer additional services, and NOVIPRO empowers Cologix to facilitate requests for enhanced customer services – amenities that Cologix does not support directly.

NOVIPRO Grows with Cologix

NOVIPRO's new scalability requirements for Managed Services and IaaS engagements, now and on short notice in the future, are easily managed with Cologix. The company preferred Cologix's demand-driven expansion throughout North America, ultimately selecting the

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data center at 1155 Robert-Bourassa Boulevard in Montreal. This facility annexes Cologix's downtown carrier hotel data center via a high count, dark fiber ring. This allows NOVIPRO's new site on University Street to connect to the carrier hotel's fiber-rich Meet-Me-Room in the most connected building in Montreal, significantly broadening NOVIPRO's audience base.

By extending into a second Cologix data center, NOVIPRO increased bandwidth, gained additional redundancies, and maintained access to 75+ unique carriers. Ultimately, this was the infrastructure and network community required for NOVIPRO's entry into the managed services and IaaS markets – with more room to grow in the future.

Superior Infrastructure & Service

During the process of rolling out Managed Services and IaaS, NOVIPRO never considered building their own data center – the company recognized they were not in the real estate business. NOVIPRO wanted a reliable, redundant data center they could trust with their customers' vital IT equipment, as ultimately, NOVIPRO is responsible for the results.

Comprehensive Network Choice

Cologix's network neutrality is an important feature as it allows NOVIPRO customers to select their own carriers for the best price and service available. Additionally, most Canadian carriers are available through Cologix.

“We’ve had an excellent experience. It is easy to do business with Cologix through our straightforward contract. The interaction with the team is easy, and it’s quick to set up a new cross connect. The key benefit of our relationship with Cologix is extending our services and client base.”

***– NOVIPRO
Executive Director
of Business
Development Alain
Cornier***