



CARS.COM

CORESITE CAGE COLOCATION,
CROSS CONNECTS, REMOTE HANDS



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CHANGING LANES



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Jason O'Sullivan, Vice President of Business Technology, Cars.com

THE CHALLENGE

Finding space and power to keep up with customer demands

For nearly two decades, Cars.com has been the go-to source for car shoppers hoping to avoid the hassles and inconveniences of the car buying process. Today, the company empowers millions of shoppers every month to make better purchasing decisions by providing a wealth of unbiased, well-sourced research, editorial content, and buying tips.

However, consistently delivering high-quality content to an ever-growing audience is not an easy task. As demand for the company's editorial content and data has increased, so has its need for data storage and business continuity solutions.

"We don't specialize in data center build-out or management, but we are experts in how those technologies affect our business," says Jason O'Sullivan, Cars.com's Vice President of Business Technology. "In order to continue delivering new, powerful tools for our users, we needed to better align our resources and business goals by housing our operations in scalable, efficient, and cost-effective data centers."

TAKING A DETOUR

Cars.com had previously co-located its operations in a nearby data center. Unhappy with this provider's complex, inflexible solution, Cars.com began their search for a new data center provider.

O'Sullivan's team enlisted the help of [Jones Lang LaSalle](#), a commercial real estate firm, to find a data center services partner capable of providing a high-density and scalable environment as well as a seasoned, professional customer support staff.

"We were very specific in our search criteria," O'Sullivan says. "We needed a partner that could grow with us and provide additional space and power as we needed it. But more importantly, we wanted to work with a company that understood and cared about our business and didn't just look at us as a paycheck."

THE SOLUTION

O'Sullivan and his team worked closely with Jones Lang LaSalle to evaluate more than 20 search criteria across multiple data center solutions providers. In the end, Cars.com was drawn to CoreSite's modern facilities, rapidly scalable infrastructure, customer-centric support team, and overall value as a vendor.

Cars.com chose CoreSite's cage colocation, cross connects, and remote hands services to power its development environment and disaster recovery strategies. CoreSite's high-density, flexibly configured cages enable the Cars.com team to easily scale to meet business demands. And leveraging CoreSite's remote hands services to act as an extension of the Cars.com team provides a faster response to critical on-site needs.

Meanwhile, the hardwired cross connects support the company's failover strategies by providing high-performance, reliable interconnections between various network locations for streamlined disaster recovery. They also make it easier for the company to peer with partner organizations and better manage network latency, enabling O'Sullivan's team to continue expanding the company's services to its customers.

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demonstrated that they clearly understand our goals and needs. Ultimately, it was a rather easy decision."

CUSTOMER EXPERIENCE AND BENEFITS

Making a smooth move

Migrating to a new data center isn't easy; it's even more challenging under tight timelines. Fortunately, working with CoreSite and data migration services provider [Transitional Data Services \(TDS\)](#), who oversaw the infrastructure resettlement, meant that Cars.com was able to complete its move quickly and efficiently, with just a few months remaining on its existing contract.

"The implementation of any data center project can be very complex since there are so many moving parts and anything can go wrong," O'Sullivan says. "Working with the teams at CoreSite and TDS took the fear and most of the stress out of the move. They delivered on their promises, were very responsive to our questions, and worked quickly to resolve even the most minor issues as soon as they arose."

In addition to the peace of mind that comes with finding a new home, the smooth transition to CoreSite's data center has had a tangible and measurable effect on the business. Most notably, the company's new infrastructure is easier to manage and more cost-effective, allowing O'Sullivan to allocate resources where they're needed and reduce the company's long-term total cost of ownership.

"Partnering with CoreSite has fundamentally changed the way we approach managing our infrastructure," he says. "The resources we would have used to manage menial daily tasks can now be used to create new features and functions to evolve how we engage with our

customers, deliver a better experience, and create new revenue streams for the business."

The Road Ahead

O'Sullivan believes that CoreSite's flexibility gives Cars.com a distinct competitive advantage. Now, the company can be more responsive to the changing demands of its business, reacting more quickly to market trends, and greatly accelerating the development of new features, functionality, and applications for a superior customer experience.

Moving forward, O'Sullivan anticipates the relationship with CoreSite growing even stronger and his team taking advantage of other CoreSite services and solutions. *"Expanding our cage deployment is virtually a given, but CoreSite has so many other avenues for us to explore," he says. "They've already established solid relationships with many of the same organizations we want to engage. Leveraging those relationships will be crucial in moving our business forward."*

In the interim, O'Sullivan is relishing the fact that Cars.com has found a partner that blends technical proficiency, impressive facilities, and a true customer-first approach.

"We've been expecting at some point that the honeymoon phase of this new relationship would come to an end, but it hasn't," O'Sullivan says. "Given our experiences with CoreSite so far, it's hard to imagine a scenario in which they won't play a pivotal role in helping us capitalize on opportunities to grow our business and further enhance our brand."



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CARS.COM CASE STUDY AT A GLANCE

Challenge

- Quickly source cost-effective data center solutions
- Reduce operating costs
- Rapidly scale to meet the needs of a growing business
- Support new product development and disaster recovery strategies

Solution

- Leverage CoreSite cage colocation for high-density, cost-effective computing for product development and business continuity

Results

- Reallocated financial resources to revenue-driving activities
- Accelerated development of new products and features
- Strengthened business continuity and disaster recovery operations.
- Established a foundation for scalable, sustainable long-term growth



ABOUT CARS.COM

Launched in 1998, Cars.com is an award-recognized online destination for car shoppers and owners that offers information from experts and consumers to help research, price and find new and used cars, as well as information around service and repair for existing car owners. With more than 31 million monthly visits to its web properties, Cars.com offers millions of new and used vehicle listings, experts and consumer reviews, side-by-side comparison, build and price tools, unbiased editorial content and much more. In 2015, Cars.com introduced a new service and repair feature to help consumers find the right service provider and never overpay with the fair-price estimator tool. Cars.com puts millions of car buyers, and now owners, in control of their shopping process with the information they need to make stress-free buying, selling and servicing decisions.

