

TOWARDEX

CAGE COLOCATION, CROSS-CONNECTS AND OPEN CLOUD EXCHANGE



TOWARDEX[®]
Carrier Services

Boston-based TOWARDEX uses CoreSite Colocation and Interconnection solutions to improve customer service and scale services to meet growing business demands.

FORGING A DEEPER CONNECTION



“CoreSite’s Open Cloud Exchange gives us unparalleled visibility and access to a growing community of prospective buyers and business partners. It’s much easier now for us to create new business opportunities we might otherwise not have had.”

James Jun,
Co-founder and Managing Partner,
TOWARDEX Carrier Services

THE CHALLENGE

Supporting rapid expansion in a competitive market

As a regional Internet infrastructure provider, TOWARDEX Carrier Services has enjoyed consistent growth since its introduction to the Boston market in 2012. With more than 125 route miles of dark fiber connecting all of the major data center facilities around Boston, the company boasts a network footprint catering exclusively to the data center market, making it a popular choice among colocation customers.

However, even with great products, an expanding footprint, and exceptional service, things don’t always go smoothly for a growing organization. For TOWARDEX, a blooming customer base put a strain on its data center environment, making it challenging to quickly scale its operations to meet increasing demand for its services without sacrificing network reliability or service quality.

“As a network provider, it’s essential for us to provide an exceptional customer experience and cutting-edge services,” says James Jun co-founder and managing partner at TOWARDEX. “We needed a data center provider that enabled us to deliver on all the promises we made to our customers, not just some.”

A CHANGING OF THE GUARD

Eager to better capitalize on future growth opportunities, TOWARDEX set out to find a new data center partner that shared the company’s vision and commitment to customer service. In particular, Jun wanted a data center service provider with a proven

track record for system availability and uptime, expertise in coordinating cross connects, and an engaged customer base amenable to cross-promotion.

With previous partners, TOWARDEX experienced a number of service-related issues with its core backbone in its data center environment. Service interruptions, outages, and poor quality cross connects affected the company’s ability to deliver a great customer experience and jeopardized the momentum it had built in expanding its business.

The difficulties had a particularly adverse effect on the company’s flagship Switched Digital Interconnect (SDI) architecture. The solution helps customers reduce operating costs, simplify network management, and connect their own clients to cloud providers by consolidating interconnections. But delivering the cross connects requires extensive resource coordination, including conduit installation in the data center and a plan to keep customer connections online.

“Our legacy data center partner wasn’t in tune with our business, especially how important interconnection products in data centers are to us,” says Jun. “As a result, the quality and reliability of the services we had didn’t match up with how much we were spending, which made it difficult to grow how we wanted.”

With mounting concerns over network reliability, lengthy turnaround times, and an increasingly higher cost of doing business with its previous partner, Jun knew it was time to move on. *“At the end of the day, we needed a partner with a more comprehensive understanding of our business needs, a more cost-effective model, and the willingness to actively help us seek new opportunities.”*

THE SOLUTION

To solidify its operations and enhance customer services, TOWARDEX opted to replace its legacy services with Cage Colocation, cross connects, and Open Cloud Exchange solutions from CoreSite. By partnering with CoreSite, the company is paired with an industry leader and world-class support team capable of growing and scaling with TOWARDEX each step of the way.

With CoreSite solutions, TOWARDEX has much-needed configuration flexibility, low-latency cross connects, and the cost certainty to fuel strategic, steady growth. For example, by choosing CoreSite's Cage Colocation service, the company can enjoy custom high-density arrangements for networking, server, or storage equipment to simplify adding physical infrastructure without worrying about having adequate space or power.

Similarly, CoreSite's interconnection solutions offer key support for TOWARDEX's SDI architecture. *"CoreSite understands the nature and importance of interconnection better than most companies in the industry,"* Jun says. *"CoreSite cross connects use hardwire cabling, which produces higher performing, lower latency, and more reliable connections for our customers by plugging into a nationwide system of networks and data centers."*

The solution is rounded out with CoreSite's Open Cloud Exchange. The cloud management portal makes it simple to scale data center services up or down as needed through real-time provisioning and on-demand configuration. More importantly, CoreSite's Open Cloud Exchange is the perfect fit for the expansion-minded TOWARDEX.

"CoreSite's Open Cloud Exchange gives us unparalleled visibility and access to a growing community of prospective buyers and business partners," Jun says. *"It's much easier now for us to create new business opportunities we might otherwise not have had."*

CUSTOMER EXPERIENCE AND BENEFITS

Making wholesale changes to core infrastructure can be exceedingly challenging and leave decision makers uneasy. Jun says CoreSite stood with him each step of the way, ensuring a smooth implementation and seamless transition to a new setup.

"The CoreSite team went out of its way to make us feel like the most important customer they have," he says. *"The whole process was very low pressure, very low stress, and much faster than what we'd expected."*

A smooth implementation and ongoing support helped TOWARDEX hit the ground running with its new setup. More than just a pleasant experience, the partnership with CoreSite has delivered tangible benefits.

"Just moving our major head-end to CoreSite, we've saved approximately 20% on facilities costs," Jun says. *"At the same time, we've been able to grow our business and create new revenue streams simply by being a part of the Open Cloud Exchange."*

With the success of the company's initial CoreSite deployments, Jun foresees a healthy long-term partnership as TOWARDEX continues to extend its reach. The company is planning to expand its backbone to other major markets and augment its capacity with peering in the near future, leveraging CoreSite's nationwide network and best-of-breed technologies to lead the way.



"CoreSite offers a unique blend of superior engineering, a track record for reliability, and a rich community of data center users across the country. They've already had a tremendous positive impact on our business and we're looking forward to exploring more opportunities in the future."

James Jun,
Co-founder and Managing Partner,
TOWARDEX Carrier Services



TOWARDEX CASE STUDY AT A GLANCE

Challenge

- Rapidly scale services and infrastructure to meet growth demands
- Reduce outages and improve overall system reliability
- Accelerate business development and build new revenue streams

Solution

- Leverage CoreSite Cage Colocation for configuration flexibility and easier infrastructure management
- Adopt CoreSite cross connects to improve network performance, reduce latency, and increase uptime
- Participate in CoreSite's Open Cloud Exchange to engage directly with new business partners and prospective customers

Results

- Reduced facility management costs by 20%
- Accelerated new client acquisition through CoreSite's Open Cloud Exchange connections
- Increased network performance while reducing latency and eliminating outages
- Improved position for future out-of-market expansion

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**James Jun, co-founder and managing partner,
TOWARDEX Carrier Services**



ABOUT TOWARDEX

TOWARDEX is a provider of innovative Internet infrastructure services based in Boston, Massachusetts. Founded in 2012, the company offers metro cross connects, Carrier Ethernet exchange and retail IP transit services specifically tailored for colocation users in the greater Boston area. Among its most popular services are Switched Digital Interconnect (SDI) Carrier Ethernet Exchange, remote peering, and closed user group network exchanges.

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