

SUMO COMMUNICATIONS

CORESITE CAGE COLOCATION



SUMO Communications chooses CoreSite data centers to provide the regional service, growth capabilities, and uptime their customers demand.

PLUGGED IN



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**Bret Hickenlooper, President,
SUMO Communications**

THE CHALLENGE

Strengthening colocation for the road ahead

Data centers have become indispensable tools for managing data and IT infrastructure for today’s businesses. But with so many data centers popping up all over the world, customers are challenged to sort through more market selection than ever. That’s where SUMO Communications steps in.

Since 2002, organizations large and small from around the world have trusted SUMO Communications to sift through the myriad of colocation options and find the right solution, at the right time for their businesses. What started as a traditional telecom broker—matching customers to products and services like call center software or network services and deployments—has evolved to become one of the most trusted colocation experts in the industry. But creating a global network of trusted data center service providers hasn’t been quick or easy.

“We have dozens of data center partners that we rely on heavily to deliver the highest quality, consistent services on the market,” says, Bret Hickenlooper, SUMO Communications’ President, *“Our name is on the line every time we recommend a service provider or particular solution, so it’s imperative that we partner only with companies we know can live up to our expectations.”*

EXPANSIVE MARKET AVAILABILITY TO MEET CUSTOMER DEMAND

While many intermediary businesses simply compile lists of “approved” partners and providers, SUMO has built its reputation for excellence by directly and personally vetting each of its data center partners. It’s an arduous, time-consuming process that has taken Hickenlooper and his team across the U.S. and to the farthest reaches of Europe and Asia—even Australia—to find the right matches for the company and its customers.

The jet-setting is a crucial part of SUMO’s selection process because, for Hickenlooper, it’s not just about offering a quantity of go-to providers; it’s also about finding providers in the right locations, with the modern and scalable technologies SUMO customers demand for powering their businesses.

“Our customers are all over the place geographically, so we need data centers in specific markets to better position them for lower latency, especially if it’s a SaaS company,” Hickenlooper says. *“At the same time, our service partners need to have all the technologies and other bells and whistles in place to expand and grow as our customers’ businesses do.”*

In addition to having the right location and technologies, Hickenlooper says that one of SUMO’s key criteria—and the most challenging to satisfy—is finding colocation service providers with facilities in many regions to save SUMO from having to hunt down different providers in different regions and string together a solution.

“We find for many customers, a requirement to do business with a data center provider is that they must have growth capacity—that they don’t just have one data center and that’s it,” he says. “Customers don’t want to be in a data center where they’re trapped with no ability to expand or grow either within that facility or into other buildings.”

THE SOLUTION

Despite the potential risk of going “all-in” on colocation as a primary service offering, SUMO turned to CoreSite to help launch and sustain the new business. According to Hickenlooper, SUMO chose CoreSite because of the company’s reputation for modern facilities and exceptional, consistent service spread across a nationwide network of data centers.

“One of the things that sets CoreSite apart is their foresight and willingness to engage with us at the earliest stages of pioneering a market,” he says. “Having a partner with the expertise to work with our various channel partners to get us up to speed was invaluable and we loved the expression of their trust in us.”

But nurturing the burgeoning partnership meant that CoreSite had to provide much more than just trust in the process. In particular, Hickenlooper wanted a data center provider with a multi-market approach and a consistent customer experience. That meant not only providing data centers in various regions across the U.S., but delivering the same positive experience at each location.

“The customer experience is everything in our line of work. If a customer deploys in one market with a provider, they should get the same experience if they deployed in another market with that same provider,” he says. “CoreSite is renowned for the consistency of its data centers and for having a well-trained staff capable of delivering a great experience in every one of them.”

An essential part of a consistent customer experience is ensuring that business operations run flawlessly and continuously from the first day. So, in addition to other necessities like network density, network diversity, and number of carriers—all of which earned CoreSite high marks—Hickenlooper stressed the importance of data center uptime and availability customers could be confident in.

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CUSTOMER EXPERIENCE AND BENEFITS

White glove service for a carefree customer experience

As a customer-centric organization, few things are as important for SUMO as ensuring customer satisfaction. Keeping a finger on the pulse of customer activity is a key component to proactively managing its provider partnerships.

“We can’t control the interactions our customers have with security, with a remote hands team, or other aspects of their daily data center experience,” Hickenlooper says. “One of the biggest benefits of working with CoreSite is we don’t get the phone calls, or customers complaining about their experience. They do their job, they do it well, and they keep our customers happy.”

That level of trust and customer service has Hickenlooper looking ahead to future opportunities for strengthening and expanding the partnership. In fact, SUMO aims to continue working with CoreSite to improve lead generation and customer acquisition opportunities through dedicated co-marketing strategies to increase their respective businesses and continue to meet future colocation demands.

“Colocation has been commoditized over the years, but that doesn’t mean all colocation providers are the same,” says Hickenlooper. “There are numerous options in every market and no shortage of data center providers who want to grow within each one, but CoreSite has proven through its consistently excellent service delivery and long-view strategic insights to be the cream of the crop.”

SUPPLYFRAME CASE STUDY AT A GLANCE

Challenge

- Grow a world-class colocation service business on top of a traditional telecom brokerage firm
- Satisfy geographic requirements for a customer base with needs in various regions and locations
- Meet high customer demand for data center growth and expansion capabilities

Solution

SUMO Communications is leveraging CoreSite cage and cabinet colocation solutions to provide global customers with reliable, cost-effective, and scalable IT infrastructure to meet the current and future demands of their respective businesses.

Results

- Met and exceeded customer expectations and satisfaction with CoreSite's data centers and service
- Increased channel sales, co-marketing, and other partnership opportunities with CoreSite
- Partnered with a data center provider interested in helping to launch colocation services and engage with customers
- Provided colocation services in multiple key regions and deliver consistent customer experiences at each location
- Covered infrastructure bases with reliable, 100% uptime

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Bret Hickenlooper, President, SUMO Communications



ABOUT SUMO COMMUNICATIONS

Since 2001, SUMO Communications has helped enterprise clients identify and deliver Data Center, Cloud-based Infrastructure, and Connectivity Solutions nationwide and around the globe. SUMO leverages their partnerships with over 100 network and data center providers around the world to provide the most efficient and cost-effective solutions. The company's mission is to provide their clients with a comprehensive portfolio of Colo and WAN solutions backed by the strongest support team the industry has to offer. SUMO is headquartered in Centerville, Utah.

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