

# VERIZON

## COLOCATION AND CROSS CONNECTS



Global telecom provider joins forces with CoreSite to support expanded rollout of its next-generation cloud connectivity solutions.

# ON THE HORIZON



*"CoreSite makes it easy for us to provide a safe, secure, reliable experience for our customers. We're able to present our extensive roster of customers and prospects with direct access to all the services and applications they want in a single location."*

**Shawn Hakl, Vice President of Product and New Business Innovation, Verizon Enterprise Solutions**

## THE CHALLENGE

### Using Colocation Solutions to Deliver Innovative Solutions

*"Can you hear me now?"* Verizon burst onto the scene in 2001 with a simple rhetorical question to help introduce the newly branded company to the world. In the decade and a half since its launch, Verizon has flourished as a global leader in communications and technology.

The company has also made waves with Verizon Enterprise Solutions, providing global enterprises new and creative ways to connect and engage with their target customers. Vice President of Product and New Business Innovation, Shawn Hakl, has helped accelerate the pace of innovation in the enterprise technology space, pushing the boundaries of what's possible with progressive solutions like the new Secure Cloud Interconnect service.

*"Expanding the influence and reach of our business the way we want requires teaming up with other companies that share our vision and passion for innovation," says Hakl. "For our Secure Cloud Interconnect service, that means finding high-quality solutions providers we can rely on."*

## SECURE CLOUD INTERCONNECT

### Striking a delicate balance

Virtually every business today is rightly concerned with sensitive information reaching the public Internet, but can't afford to make critical applications like customer relationship management (CRM) platforms, inventory control systems, and other business-critical functions hard to access or unusable.

Verizon's Secure Cloud Interconnect is an exciting new approach to providing both secure and flexible cloud connectivity for sensitive applications. Unlike traditional networking solutions, Secure Cloud Interconnect leverages cutting-edge technologies and data center services to give companies of all sizes the ability to connect quickly and simply to the Internet, while maintaining the security of a private connection.

*"Today's businesses have gone beyond moving productivity apps to the cloud and are now focused on migrating mission-critical workloads there," Hakl says. "Secure Cloud Interconnect helps organizations balance the high demands of data security with easily accessible applications and essential systems to drive efficiency and effectiveness across the enterprise."*

Hakl notes that selecting the right data center environment is a crucial step in helping Verizon deliver on its solution's promise. As a globally recognized brand and a technology power player, Verizon has its choice of providers and it's a decision that isn't made lightly.

*"We're exacting in our standards for choosing solutions providers," says Hakl. "Anyone can build a facility with modern power, space, and cooling, but for us to effectively serve the market, we require our solutions providers to offer the security, convenient locations, and expertise that make our customers' experiences better."*

## THE SOLUTION

### A secure, high-performance data center environment

Verizon selected CoreSite as one of its preferred data center solutions providers. A

respected name in the data center market, CoreSite boasts some of the newest, highly secured, and feature-rich facilities around.

CoreSite data centers provide world-class solutions for more than 800 global enterprises across a broad array of industries ranging from healthcare to finance, and from digital media providers to IT and cloud service vendors.

*"One of the biggest draws to teaming with CoreSite is its ability to support both public and private cloud offerings," Hakl says. "As more customers opt to move from a public cloud environment to a private one, it's imperative that the process be completely seamless. CoreSite's infrastructure and cross connections help us ensure that's the case."*

More importantly to Hakl and his team, CoreSite also owns properties in some of Verizon's key strategic markets, bringing Verizon closer—literally—to customers and prospects. Verizon offers deployments for Secure Cloud Interconnect in nearly a half dozen CoreSite facilities across the country in many of the highest value and most heavily trafficked markets.

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## **CUSTOMER EXPERIENCE AND BENEFITS**

To Hakl, this relationship means more than just being able to match customers to cost-effective solutions that meet their business needs. It also means being responsive to customer needs to maintain a high level of service and support.

*"One of the things that sets CoreSite apart is the strong focus on reliability and a very positive customer service-oriented culture that permeates the entire organization," Hakl says. "Anytime technology and people are involved, there are bound to be challenges. CoreSite's team goes out of its way to respond to new issues quickly and take all the necessary steps to resolve them. It's exactly the approach we expect from our solutions providers."*

For Hakl, working with CoreSite proves to be a wiser decision every day. With the bandwidth for customers accessing cloud-based apps increasing an estimated 30% annually and nearly 70% of Verizon customers planning new app deployments, Verizon is strongly positioned with CoreSite to capitalize on new business opportunities well into the future.

*"We've built a strong relationship in a short period of time due in large part to CoreSite's flexible, reliable solutions and a customer-oriented service culture," Hakl says. "We believe CoreSite has a bright future ahead that will benefit our customers today and into the future."*



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## VERIZON CASE STUDY AT A GLANCE

### Challenge

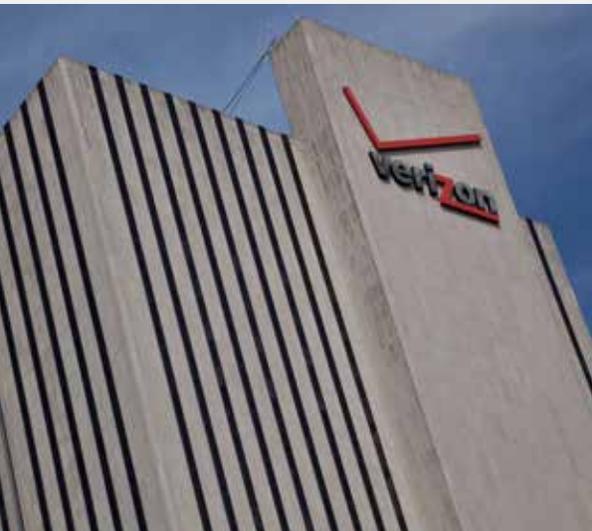
- Select new data center providers to support growth and innovation
- Provide scalability and security to support Secure Cloud Interconnect
- Add locations in key strategic markets
- Maintain high standards of excellence

### Solution

- Leverage CoreSite cage colocation for high-density, cost-effective hosting and connections in high-value markets

### Results

- Positioned to capitalize on 70% anticipated growth in cloud apps development
- Added locations in five strategic, high-value markets
- Improved responsiveness to customer demands
- Maintained security and improved customer service



### ABOUT VERIZON

Verizon Enterprise Solutions helps clients improve customer experience, drive growth and business performance and manage risk. With industry-specific solutions provided over the company's secure mobility, cloud, strategic networking, Internet of Things and advanced communications platforms, Verizon Enterprise Solutions helps open new opportunities around the world for innovation, investment and business transformation. Visit [www.verizonenterprise.com](http://www.verizonenterprise.com) to learn more.

