

CUSTOMER CASE STUDY

INDUSTRY
Technology Service Provider

SERVICES
Data Center Colocation

CLIENT SINCE
October 2024

InterServer Partners with 365 Data Centers for Strategic Colocation Services

By leveraging 365 Data Centers' robust infrastructure and customer-centric approach, InterServer has optimized its operations, including high-quality hosting, connectivity, and cloud solutions, while expanding its presence in key markets

THE CHALLENGE

InterServer operates in a highly competitive and price-sensitive industry in which securing affordable and reliable colocation services is critical to maintaining a competitive edge. A few challenges the company has faced are outlined below:

- **Cost Sensitivity:** Colocation services must be procured at the right price point to remain competitive.
- **Proximity Needs:** InterServer needed a partner near their Secaucus, NJ headquarters for timely deployment of servers built to precise specifications.
- **Vendor Selection:** As a legacy brand, InterServer employs a stringent selection process to ensure potential partners understand the hosting company's unique demands.
- **Customer Responsiveness:** With over 35,000 monthly customer tickets InterServer required a vendor that could match its commitment to responsiveness and reliability.

"Conceive it, believe it, and you will achieve it!"

Stacey Talieres, Director of Operations at InterServer.



SOLUTION

InterServer chose 365 Data Centers as its colocation partner due to their extensive experience, robust infrastructure, and focus on customer satisfaction. Key factors that influenced this decision include:

- **Strategic Location:** 365 Data Centers' proximity to InterServer's headquarters in Secaucus, NJ facilitated seamless server deployment and operational efficiency.
- **Reliable Infrastructure:** With 20 data centers strategically located across the U.S. and 80+ Points of Presence (PoPs), 365 Data Centers guarantees 100%uptime through redundant power circuits and compliance with standards like HIPAA, PCI DSS, and SOC 2.
- **Customer-Centric Approach:** 365 Data Centers demonstrated an understanding of InterServer's need for urgency and flexibility in addressing customer demands.

IMPLEMENTATION

The partnership focused on integrating 365 Data Centers' colocation services into InterServer's operations. This included:

- **Deployment:** Utilizing 365 Data Centers' facilities for secure housing of servers with guaranteed uptime.
- **Support Alignment:** Leveraging 24/7/365 monitoring and technical support to ensure uninterrupted service delivery.
- **Scalability:** Establishing a foundation for future expansion, particularly on the West Coast.

RESULT

By partnering with 365 Data Centers, InterServer achieved several benefits:

- **Operational Efficiency:** The proximity of the data center enabled faster server deployment and reduced logistical complexities.
- **Enhanced Reliability:** The robust infrastructure ensured uninterrupted service delivery, aligning with InterServer's commitment to customer satisfaction.
- **Scalable Growth:** The partnership supports InterServer's expansion initiatives in new markets while maintaining cost-effectiveness.



CONCLUSION

The collaboration between InterServer and 365 Data Centers highlights the importance of choosing a colocation partner that aligns with business needs and growth objectives. By leveraging 365 Data Centers' reliable infrastructure and customer-centric services, InterServer has strengthened its operational capabilities and positioned itself for continued and enhanced success in the competitive hosting industry.

"To meet InterServer's need for space and future growth in our Carlstadt facility, 365 Data Centers has worked closely with Stacey and Mike to accommodate their expansion requirements. Our collaboration reflects our commitment to providing flexible, scalable solutions that empower our partners to grow seamlessly"

-Derek Gillespie, Chief Executive Officer at 365 Data Centers.

To find out how 365 Data Centers' integrated IT infrastructure services can support your business initiatives, contact our sales team today.

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