CORESITE

INTEGRITY VIRTUAL IT
CAGE COLOCATION AND REMOTE HANDS

integrity
VIRTUAL IT

Outsourced IT management firm leverages CoreSite's 100% uptime to deliver superior service to customers large and small.

FORGING A **DEEPER CONNECTION**

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Ron Offer, CEO, Integrity Virtual IT

THE CHALLENGE

Supporting IT On-Demand

Managing IT operations often seems like a never-ending chore for even the most seasoned veteran. Fortunately, since 2000, small and mid-sized business (SMB) managers have been able to rely on Integrity Virtual IT to do it for them.

The company provides turnkey Technology-as-a-Service (TaaS) solutions to deliver business-critical support services ranging from disaster recovery to network operations to desktop support. Being entrusted with a customer's most essential business operations isn't a task the company takes lightly.

"Customers choose to work with us on the promise that we'll be there to provide expert guidance and service in functional areas they can't or won't manage themselves," says Ron Offer, Integrity's CEO. "We needed a data center partner that could provide the infrastructure and ongoing support to help us live up to those expectations."

SEEKING A NEXT-GEN DATA CENTER

An industry veteran, Offer is no stranger to the data center world. He's been tasked numerous times throughout his career with choosing data center service providers. In each instance he prioritized the facility design, physical security measures, and the overall quality of the engineering as key considerations for selecting a partner.

"A well-designed and maintained facility is crucial to the viability of any data center," Offer says. *"As always, we were looking for a facility that offered a reliable, high-performance infrastructure and that would show well for prospective customers too."*

To support his growing organization, Offer sought a clean and presentable environment complete with redundant networking, smart electrical grids, and emergency backup systems. In addition, the company wanted a new location powered and cooled with cutting-edge technologies for cost-effective operations that would allow Integrity to pass along its savings to customers.

As a forward-thinking business manager, he also valued a location with high visibility for prospective customers, support staff for his own team, and the capability to quickly scale to the growing business's needs. But most importantly, everything would have to work—always.

"In our line of work, it's hard to overstate the importance of services being available all the time without exception." he says. "Because of the emphasis we place on uptime and availability, we had to have a facility and service provider that could deliver near perfect uptime."

THE SOLUTION

Offer knew that there were only a handful of data center providers capable of meeting Integrity's lofty performance standards and high service level. CoreSite's reputation as an industry leader with exceptional facilities, maximum uptime, and expert support catapulted the company to the top of the list. After a thorough evaluation, Integrity selected CoreSite's cage colocation and remote hands solutions as the backbone for Integrity's evolving, and ever-expanding operations.

CoreSite data centers offer the latest in physical security and world-class engineering. Advanced security technologies and real-time systems monitoring keep Integrity's systems secure

and running optimally, while innovative cooling infrastructure helps reduce overhead and operating costs. More importantly, the best-of-breed networking among CoreSite's data centers provides superior business continuity and disaster recovery operations, meaning Integrity's systems will always be available.

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CoreSite's remote hands services add another layer of performance optimization to Integrity's operations. Highly trained technicians provide Integrity with regular infrastructure testing, diagnostics, and hands-on deployment services that save the company valuable time and resources.

"While we're busy managing our customers' operations, CoreSite is looking after ours," Offer says. *"CoreSite's remote hands have helped us accomplish a number of high-priority infrastructure deployments and administrative tasks we simply couldn't do on our own."*

CUSTOMER EXPERIENCE AND BENEFITS

Few companies understand better than Integrity the value of choosing the right business partner when it comes to outsourcing business-critical operations. For Offer, partnering with CoreSite has proven to be a wise choice. *"I can't say enough good things about our experience with CoreSite,"* he states. *"No matter how big or small the task is the entire team goes above and beyond to make sure everything we need is done on time and done right."*

One very large task took place when Hurricane Sandy was bearing down on the northeastern United States. As the storm approached, Integrity needed to take precautions to make sure its systems—and its customers' operations—functioned flawlessly even in the midst of hazardous weather. Working with the CoreSite team, Integrity was able to proactively shift all its systems from its primary data center to the backup in Chicago and avoid any service interruptions.

"In thirty minutes, we were able to execute a planned failover and move all our operations out of harm's way," Offer says. *"CoreSite's infrastructure and hands-on support helped us avert potential disaster and keep everything working smoothly."*

Even under more normal circumstances, Offer notes that partnering with CoreSite has given his company a distinct competitive advantage. "In CoreSite facilities, we have cost-effective access to all the tools and technologies we need to grow," he says. "Now, we can offer the same services as our competitors at a quarter of the price."

Integrity Virtual IT's success during its partnership with CoreSite has Offer looking eagerly to the future. In the coming year, the company is planning a large infrastructure implementation that will leverage CoreSite's Any2Exchange® for Internet Peering to further extend its network reach and disaster recovery capabilities.

"We've been with CoreSite for nearly seven years and the reason we keep choosing CoreSite solutions is because no other vendor can provide the same combination of world-class technologies, high-touch customer service, and 100% uptime," Offer says. "It truly is the gold standard for data centers in our industry."

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Challenge

- Eliminate network and system downtime

- Enhance disaster recovery operations

- Reduce operating costs

Solution

- Leverage CoreSite cage colocation for configuration flexibility and easier infrastructure management

- Use CoreSite's remote hands services for new deployments and troubleshooting, and to accelerate systems management

Results

- Achieved 100% service availability

- Enhanced business continuity practices for planned and unplanned disaster events

- Bolstered reputation for reliability among customers

- Improved position for future market expansion

- Cut costs by utilizing interconnections within CoreSite facilities

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ABOUT INTEGRITY VIRTUAL IT

Integrity Virtual IT is a leader in the TaaS (Technology-as-a-Service) industry, delivering highly available solutions that fit nearly any budget. The company specializes in off-the-shelf turnkey solutions for businesses that just want IT to work, no questions asked, no hassles, no delays, no outages and no excuses. Serving organizations with 150-1,500 users, Integrity helps companies control their IT spending with predictable monthly costs for a set of IT services.

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