CoreSite

SAAS
CORESITE'S SOLUTION

Leading customer service software provider chooses CoreSite colocation and connectivity solutions to deliver high-performance, low-latency communications and a superior end user experience.

SAAS

👁 CASE STUDY AT A GLANCE

Challenge

• Finding cost-effective methods of growing physical infrastructure to support customer roster expansion

• Obtaining access to more network providers for more choice and better performance

• Reducing connection latency to boost performance and productivity

• Deliver an outstanding customer experience to drive new account acquisition and retention

Solution

• Leading customer engagement software provider chooses CoreSite colocation and connectivity solutions to deliver high-performance, low-latency communications and a superior end user experience

Results

• Moved to high-density data centers with sufficient power and space for cost-effective growth without having to buy new cages or an entire floor of space

• Established a physical presence in key markets, geographically closer to customers

• Achieved cost certainty with flexible usage-based billing models

• Gained access to hundreds of network providers for more choice and agility

• Reduced latency to improve app performance and the end user experience

SPEED AND FLEXIBILITY
AS A SERVICE

With over 20 facilities in eight strategic edge markets, CoreSite makes it easy for the company to bring its infrastructure physically closer to customer locations.

THE CHALLENGE

Making a vital connection

Few things can influence a customer's opinion of a company quite like their experience with customer support. Whether it's to request technical support or find out how to return a product they've purchased, the customer support experience is critical for maintaining a happy, engaged and profitable customer base.

Companies of all kinds, competing in every industry and vertical, rely heavily on customer contact centers as the central gathering point for all their customer-facing activities. And they're increasingly turning to customer support software providers to give them the suite of tools they need to quickly and thoroughly address virtually any question or concern their customers may have.

However, customer interactions — regardless of whether they're via phone, text, chat or email — are fully dependent on reliable, high-quality communications. And that connectivity is dependent on the company having access to a robust ecosystem of network service providers capable of reliably delivering customer traffic where and when it needs to go.

SEARCHING FOR SCALE, SPEED AND SUPPORT

For years, this software maker's products have supplied the largest and most well-known brands — credit card companies, apparel manufacturers, and other global industry leaders — with the tools and technologies needed to enhance their customer support capabilities and deliver a superior customer experience.

However, as the platform powering customers' user engagement operations, this provider's own data center lacked the network access and density needed to maintain robust support interactions across its growing roster of customers. With just a few network providers available at their location, the software maker couldn't guarantee the low-latency, high-performance connections the software needed to function at peak performance, which also impacted its ability to add new user licenses without potentially impacting service quality.

Worse, the limited connectivity options made it difficult to create effective backup and recovery plans in case of an outage, introducing the risk of falling out of compliance with the security-related aspects of HIPAA, PCI and SOC1 and SOC2 standards. In response, the company sought a new third-party data center provider capable of offering the network connection density, scalability and flexibility it needed to sustainably grow its business and continue to dominate its market.

THE SOLUTION

The ideal physical and virtual locations

After comparison shopping, the software developer chose CoreSite as its new data center home and center of its backbone operations. In particular, the company was drawn to CoreSite's expansive national footprint that boasts data center facilities in key strategic markets, including the software hotbed San Francisco Bay Area.

With over 20 facilities in eight strategic edge markets, CoreSite makes it easy for the company to bring its infrastructure

ONE DATA CENTER PROVIDER.
EVERYTHING YOU NEED.

CORESITE

Because speed is a critical factor, the low-latency connections create a winning scenario for everyone — faster and better performing tools for customer support and a better interactive experience for customers that results in stronger customer acquisition and higher retention rates.

physically closer to customer locations. The shorter data transit reduces latency, leading to faster and more responsive customer applications and a superior end-user experience.

More importantly, CoreSite's data centers provide interconnection and direct cloud connection capabilities across its collection of facilities, enabling the company to access virtually any network or cloud resource it needs at any time. Now, the company has direct access to more than 450 network providers and over 325 cloud services providers to gain the high-performance, low-latency network connectivity its customers demand — all from within the same facility.

CUSTOMER EXPERIENCE AND BENEFITS

Flexibility provides a competitive advantage

Changing allegiances from its legacy data center provider to CoreSite has helped put the company's future footing on solid ground. Beyond the mere cost benefits of using a third-party data center, CoreSite's data center solutions have also made a significant impact on the company's customer performance and relationships.

Effortless scaling means the company's customers can add new users and team members without fear of degraded service or platform underperformance. And, because speed is a critical factor, the low-latency connections create a winning scenario for everyone — faster and better performing tools for customer support and a better interactive experience for customers that results in stronger customer acquisition and higher retention rates.

After years of struggling to balance operations costs considerations with the overall demands of its business, the customer engagement software vendor finally has a long-term data center partner it can rely on to help plan and build the next phase of its future.

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