



Codero Hosting

CASE STUDY

UPTIME & EXPANSION WITH
A TOP FLIGHT DATA CENTER



DIGITAL REALTY



You are looking to entrust the ownership and day-to-day operations at your next facility to a dynamic, experienced partner for the long term.

You are a hosting provider that supports your customers 24/7/365 through dedicated, managed, and cloud hosting options, as well as a top-notch support team. Although you already maintain several data centers, you ultimately want to focus on giving more attention to your customers and to expanding worldwide, and less on data center maintenance. Accordingly, you are looking to entrust the ownership and day-to-day operations at your next facility to a dynamic, experienced partner for the long term.

The Client:

Based in Austin, Texas, Codero Hosting set up shop in the early 1990s and has since become a pre-eminent hosting provider. Known for its



outstanding, around-the-clock customer service, economical implementations, and 100 percent uptime, Codero continues to grow its product and data center portfolios and serve customers operating in industries such as e-commerce and software-as-a-service solutions. It currently offers a unique on-demand hybrid cloud that can instantly spin up dedicated and elastic instances over a single private network, helping customers to seamlessly scale their businesses cost-effectively and reliably. Codero offers these services through one automated platform that fulfills requests in a matter of minutes, rather than days.

The Challenge:

Codero required a top-notch Tier III data center facility. Furthermore, it needed a data center that could not only deliver disaster recovery services and support the ongoing growth of customer businesses, but do so with competitive rates for power and labor, and low exposure to natural disasters. In terms of geography, it sought a safe location in the central corridor of the U.S. between its existing Phoenix, Chicago, and Ashburn data centers. The Dallas-Fort Worth area was a prime candidate.

Why did Codero seek to outsource its fourth data center? It wanted to expand globally, and it knew it could do so more quickly and efficiently by working with a top-flight partner that already had an established presence both in the Dallas area, and also around the globe. At the same time, it needed a data center solution that would provide maximum uptime for its customers, since keeping their sites and applications up and running is the foundation of Codero's business model. To that end, Codero looked for a partner with a highly robust fuel supplier program. In the event of a power outage, working with such a provider would enable uninterrupted service through the priority delivery of diesel fuel, which keeps generators operational inside the data center in the event of a power outage.

"We knew that this next location wouldn't be our only expansion location, so we needed a partner with a large footprint that we could grow with over the long term," stated Emil Sayegh, president and CEO of Codero Hosting.

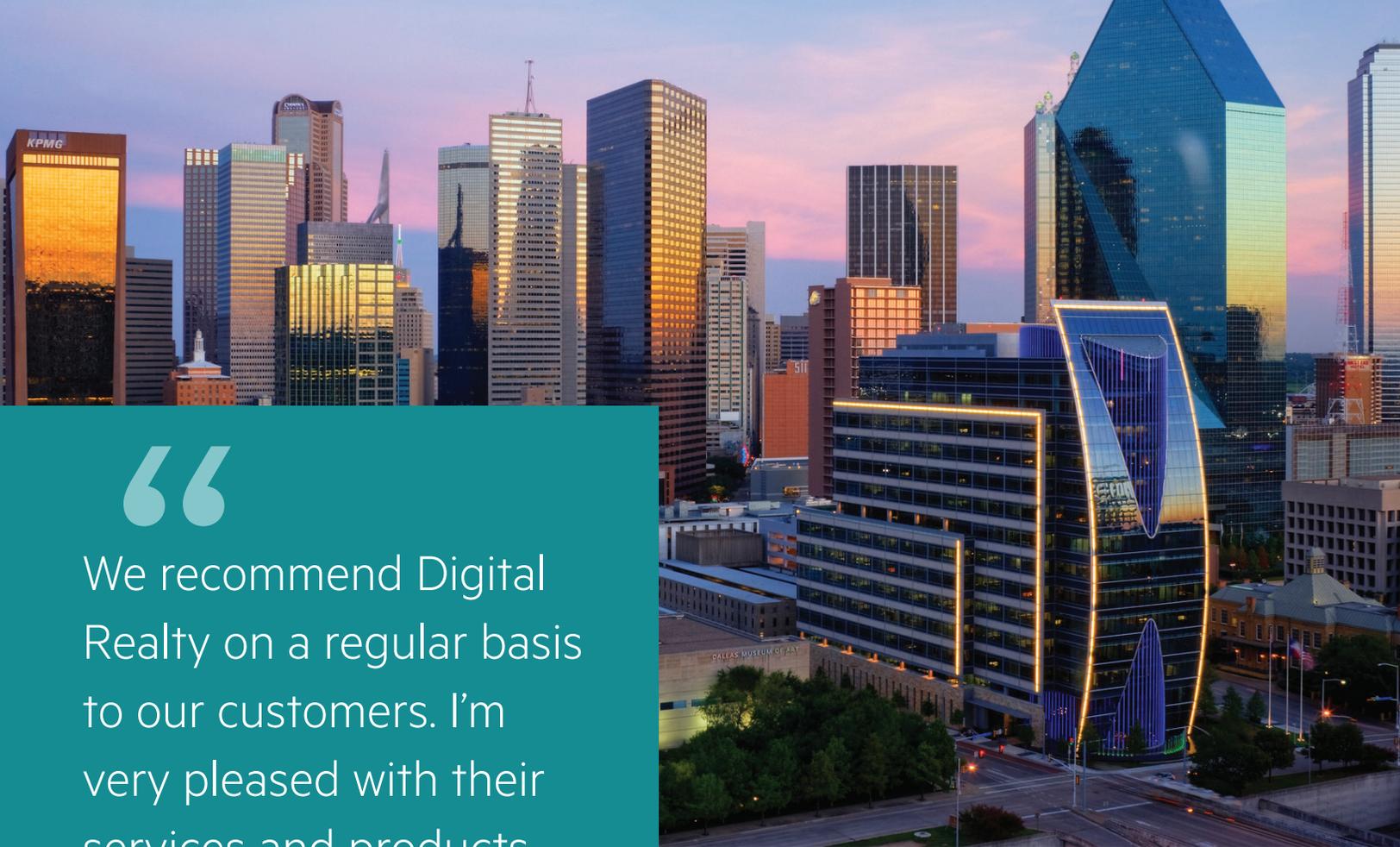
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We recommend Digital Realty on a regular basis to our customers. I'm very pleased with their services and products. They've brought our cloud services to another level.

- Emil Sayegh, President and CEO,
Codero Hosting

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We knew that this next location wouldn't be our only expansion location, so we needed a partner with a large footprint that we could grow with over the long term," stated Emil Sayegh, president and CEO of Codero Hosting. "We definitely needed a Tier III, top-notch facility, away from natural disasters, where we could hire people in a cost-effective manner and have efficient power costs."

The Solution:

Digital Realty worked closely with Codero to meet these requirements, and offered a campus-style data center in Dallas, outfitted with brand-new, state-of-the-art facilities, an on-premises power distribution station, and robust physical security. Codero obtained power, space, cooling, and connectivity from Digital Realty, with dark fiber to network providers via the Infomart in Dallas. Codero has also set up private connections within the data center itself, so that some customers can directly access Codero's services.

In addition, Digital Realty's fuel supplier program is one of the largest in the industry. It has first-response status on par with the U.S. Federal



Emergency Management Agency and the Department of Defense. Moreover, Digital Realty can supply the necessary resources and power to support Codero's operations, even in the event of an outage or natural disaster, so that Codero can continue to sustain its customers' businesses. The safety of Dallas, as well as the area's extensive fiber connections, makes the location ideal for providing redundancy for Codero's other three data centers.

Benefits to the Client:

Codero was able to meet several major objectives that aligned its data center strategy with its overall business strategy, including partnering with a data center provider that could support its long-term national and global growth requirements, locating its new facility in a low-risk location with access to

low-cost power, and a location with competitively priced skilled labor. Furthermore, Digital Realty's national fuel contracts supported Codero's business model of providing maximum uptime for its customers in the event of a power grid outage.

As a result of focusing on its customers, and what makes Codero special and unique in the market, the company expects to continue adding several hundred customers every month, and to continue to achieve growth rates that surpass its peer group.



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About Digital Realty

Digital Realty Trust, Inc. supports the data center and colocation strategies of more than 1,000 firms across its secure, network-rich portfolio of data centers located throughout North America, Europe, Asia and Australia. Digital Realty's clients include domestic and international companies of all sizes, ranging from financial services, cloud and information technology services, to manufacturing, energy, gaming, life sciences and consumer products.

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