



SingleHop

CASE STUDY

INCREASING CONTROL AND
FLEXIBILITY WITH A SCALABLE
DATA CENTER STRATEGY



DIGITAL REALTY



Cloud IaaS and managed hosting company contracts scalable data center solution to support its growth strategy.

Your company is a pioneer in the global infrastructure-as-a-service movement and considered one of the fastest growing cloud providers in the United States. You are seeking to outsource the development and management of your data centers as your business continues to grow. In order to do that, you need a long-term partner who can help you develop a comprehensive data center strategy for the markets you are in today, as well as for the markets you dream of being in tomorrow.

SINGLEHOP[®]

The Client: A leading provider of cloud computing

Founded in 2006, SingleHop is the platform of choice for cloud IaaS and managed hosting for small- and medium-sized businesses, enterprises and service providers worldwide. Headquartered in Chicago and with data centers in The Netherlands, Arizona, and Illinois, SingleHop provides IaaS and managed hosting services to businesses ranging from small organizations to Fortune 500 companies. Regarded as a pioneer in the global cloud movement, SingleHop enables businesses and service providers in the designing, deploying, migrating and managing of a wide range of IT solutions.

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Scalability was paramount to us, as was the ability to have full control over every aspect of our data center space.

– Andy Pace, Chief Operating Officer, SingleHop

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The Challenge: Scalable data center solution required

Given the rise in demand for cloud computing and the trend in outsourcing IT services, SingleHop put forth requirements in early 2013 for a leading-edge data center solution that could grow along with its business. SingleHop remains a nimble, high-growth company focused on innovation of its core technologies and services, and by outsourcing the development and management of its physical data center locations, the firm hopes to decrease its exposure to OPEX (operating expense) leakage, which will allow it to concentrate on what matters most—perfecting the level of customer service it provides and growing its business.

The Solution: Leading-edge facility in Chicago, Illinois

The scalable, campus-style setting at Digital Realty's Franklin Park facility near Chicago is a perfect fit for SingleHop's evolving data center requirements. Currently, SingleHop occupies a suite capable of supporting 1.5 megawatts of IT load, with the ability to expand to accommodate any sustainable surge in business. Since SingleHop is headquartered in Chicago, its management team appreciates ready access to this mission critical facility. Building on the successful data center launches in Arizona and The Netherlands, the company has long-term plans to continue global expansion.



By partnering with Digital Realty in this endeavor, the company can now comfortably scale-up its business on-demand as its customers around the world continue to benefit from leveraging SingleHop's cloud- and IaaS-based platforms.

Summary: Creating a clear data advantage

SingleHop was interested in adding capacity to its data centers while at the same time achieving a predictable cost structure using an outsourcing strategy for the development and management of these mission critical facilities. By partnering with Digital Realty in this endeavor, the company can now comfortably scale-up its business on-demand as its customers around the world continue to benefit from leveraging SingleHop's cloud- and IaaS-based platforms.



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.

www.digitalrealty.com

SingleHop is headquartered in Chicago, its management team appreciates ready access to this mission critical facility.

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