ONLINE TECH MEETS DEMAND FOR COMPLIANT MANAGED SERVICES WITH COMCAST BUSINESS

SITUATION

- Michigan managed data center operator offers range of managed services for small and mid-sized businesses
- State-of-the-art technology infrastructure and emphasis on compliance provide market differentiator

CHALLENGE

- Data center relies on network service providers to connect to customers
- Need secure, scalable Ethernet services to transfer highly-sensitive customer data

SOLUTION

- Comcast Business Ethernet Private Line

RESULTS

- State-of-the-art, data center infrastructure – combined with flexible network service model featuring scalable capacity and vast fiber footprint – helps Online Tech win new business

Midwest service provider leverages state-of-the-art data center technology and high-performance Ethernet private line services to win new business

MANAGED DATA CENTER OPERATOR VIEWS COMPLIANCE AS A STRATEGIC DIFFERENTIATOR

Online Tech is a managed data center operator headquartered in Ann Arbor, Michigan. The company delivers a range of data center services from basic and managed colocation to managed dedicated servers, multi-tenant, private and enterprise encrypted clouds, and disaster recovery – all to help small and mid-sized businesses leverage secure hosted and cloud-based IT services.

To differentiate its offerings from those provided by other data center or public cloud providers in its market footprint, Online Tech is independently audited for HIPAA (Health Insurance Portability and Accountability Act), PCI (Payment Card Industry Data Security Standard), SOX (Sarbanes-Oxley Act), and Safe Harbor compliance annually. Online Tech offers a progressive technology infrastructure with three, fully redundant managed facilities – two located in Ann Arbor and another in Flint, Michigan. The facilities are interconnected via fiber and connected to multiple network service providers using diverse access points for each. The Tier III data centers are located 53 miles apart on different commercial power grids for optimal reliability and redundancy.

According to Mike Klein, co-CEO at Online Tech, "Many companies with mission-critical applications need compliant and secure hosting solutions to help protect financial, health or other sensitive information. They are realizing it is more efficient from a cost and resources perspective to outsource their IT infrastructure than build their own compliant data centers. Our commitment to security and compliance is a strong differentiator in the competitive data center market."

SECURE NETWORK THAT MEETS INDUSTRY NEEDS FOR COMPLIANCE IS A CRITICAL GATEWAY TO DATA CENTER SERVICES

Online Tech has well-known regional and national customers with strong representation from the insurance, healthcare and financial sectors. With its culture of compliance – and its customers' increased demand for bandwidth-intensive applications, private cloud deployments and disaster recovery efforts – the company needed an Ethernet services partner that could support the security and capacity requirements of its customers with highly sensitive data transfer needs. Further, Online Tech wanted a partner with a large Ethernet service footprint that could work quickly and cost-effectively to establish new services as customers required.

COMCAST
BUSINESS

"By augmenting our facility with a strong network service partner like Comcast Business, we are able to provide our customers with the high-performance connectivity and redundancy tools to keep their mission-critical services up and running..."

Mike Klein
Co-CEO
Online Tech

COMCAST DELIVERS SECURE, HIGH-PERFORMANCE ETHERNET SERVICES; ONLINE TECH WINS NEW BUSINESS

Online Tech is a solutions-oriented partner with state-of-the-art data center facilities. However, the company relies on network service providers to connect to its customer base. With two big deals pending, Online Tech reached out to Comcast Business to connect their customers to its data centers with secure, high-performance Ethernet services.

Comcast installed a 100 Mbps (Megabit per second) Ethernet Private Line between Online Tech's Ann Arbor location and a Michigan community bank with branches in four counties – the bank needed a direct, point-to-point connection with a quick turnaround and Comcast was able to meet these requirements. Comcast also installed a second Ethernet Private Line capable of delivering 1 Gbps (Gigabit per second) service from its Flint location to a regional mortgage company.

With the Ethernet Private Line service from Comcast, Online Tech's customers can easily migrate mission critical applications and work flows without the performance trade-offs and security risk associated with sending data over the Internet. Ethernet Private Line is also a reliable alternative to traditional TDM (Time-division multiplexing) private line service that offers greater scalability at less cost.

"By augmenting our facility with a strong network service partner like Comcast Business, we are able to provide our customers with the high-performance connectivity and redundancy tools to keep their mission-critical services up and running – 24/7 – for less than they could spend if they built and managed their own data center operation," added Klein.