



## Smartz

### Affordable, reliable colocation

#### The Company

Smartz provides website services for businesses around the world. The Bend, Oregon-based firm works with a wide-range of clients, from small businesses to Fortune 500 corporations providing everything from website design to publishing, search engine optimization and hosting services. Smartz manages more than 3,000 business websites.

#### The Challenge

When you're responsible for more than 3,000 business websites, reliability is paramount. Smartz hosts and maintains those sites on their own servers, which are in turn housed in a colocation facility.

For Smartz, the customer experience has to be seamless. Outages, technical issues or downtime can cost the company customers. "We're partially a web hosting company," said Mark Knowles, CEO of Smartz. "Our customers expect speed, reliability and flexibility. If we can't deliver, it's a real problem."

When Smartz experienced reliability issues with their colocation facility, they started shopping around. "We're hosting a lot of outbound traffic," said Knowles. "We kept having problems serving up all that data and we weren't able to get them resolved. Our clients began to notice and that's when we decided to look for alternatives."

#### The OneNeck® IT Solutions Answer

Smartz soon found OneNeck IT Solutions' Tier III certified colocation facility in Bend, Oregon.

The facility features fully redundant data and power connections, along with on-site backup generators, a solar array and a passive cooling system. Its highly expandable racks feature single- and three- phase power connections with ratings from 7 kW to 21 kW. The data center is also patched in to a high-capacity fiber channel network, which is capable of providing more than enough bandwidth for hosted sites while delivering speeds up to 1 Gbps.

Additionally, the data center features 24/7 security, biometric access scanners, real-time tracking of staff and visitors and more than 50 HD closed-circuit cameras. "Businesses rely on us for their websites, so security is key," said Knowles. "The security system is phenomenal and gives us the peace of mind we need."



## Smart Solutions Summary

Organization	Smartz
Industry	IT
Business Challenges	Find flexible, inexpensive colocation
User Environment	More than 3,000 users More than 20 locations
Application Environment	VMware virtualization

Knowles and his team moved Smartz’s servers to the OneNeck data center, along with more than 3,000 client sites. The transition, said Knowles, was seamless and smooth, with no downtime experienced by their customers during the transition thanks to OneNeck staff. “We were able to develop a high-trust relationship with the OneNeck team very quickly,” he said. “They made sure we were up and running in no time and they always responded to our concerns right away.”

### The Benefits

Almost immediately, Knowles and his customers saw the results of switching to OneNeck. “We used to experience little problems all the time with our last colocation facility,” said Knowles. “All those things just went away when we switched to OneNeck.” The team at Smartz—and their customers—noticed a marked increase in reliability. Smartz sites performed better and no longer experienced any downtime or hiccups.

“From our customers’ perspective, they have a Smartz site,” said Knowles. “OneNeck is invisible to them, and that’s the way it should be. It just works.”

In addition to improved uptime and faster speeds, Smartz was also able to cut their colocation costs by 30 percent. “Switching to OneNeck led to a significant reduction in our costs,” Knowles said. “That ultimately means we’ll be able to expand our business and provide our customers with better service.”

## About OneNeck IT Solutions

OneNeck IT Solutions provides world-class, hybrid IT solutions for thousands of businesses around the globe. From cloud and hosting solutions to managed services, ERP application management, professional services, IT hardware and top-tier data centers in Arizona, Colorado, Iowa, Minnesota, Oregon and Wisconsin, OneNeck has the expertise to help customers navigate the cloud to get the right application on the right cloud at the right time.

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