

# APTINET

## CORESITe CABINET COLOCATION



Application and content management system developer expands business and saves 70% on IT services with CoreSite colocation solutions.



# ON THE MOVE



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**Ali Faraji, CEO, Aptinet**

## THE CHALLENGE

### Sustaining growth while reducing costs

These days, content is king. The biggest content producers in the world often seek out the biggest, most expensive content management systems on the market. For everyone else, there's Aptinet.

The New York boutique provides mid-sized companies an affordable and customizable alternative to the expensive, off-the-shelf variety large firms sell to enterprise customers. Aptinet's fully functional, hosted content management system and other high-efficiency applications have driven the company's steady growth over the last decade.

However, the firm's customer base isn't the only thing that's increased in that time. *"Hosting our solutions at a colocation site had become increasingly expensive and less sustainable,"* says Ali Faraji, Aptinet's CEO. *"As a company focused on consistent growth, we needed a solution that could help us control costs without taking any risks with the security or availability of our services."*

## IN SEARCH OF MORE POWER AND FLEXIBILITY

Aiming to reduce operating costs and boost the bottom line, Aptinet needed to replace its underpowered and overpriced data center service. Instead, the company wanted to find a data center service provider that offered a feature-rich, high-density, and secure environment —at an affordable price.

In the past, Aptinet had to purchase additional data center space as it grew because the facilities lacked adequate power.

*"Any bit of growth we had was quickly negated by having to buy more space just to power our operations,"* Faraji says. *"Even though our blade servers only needed a couple cabinets of space, we had to buy large cages to make everything work. It was quite a drain on our resources."*

At the same time, the company only had access to a select number of bandwidth providers and all services had to be purchased through the data center. Without the ability to shop and compare a variety of bandwidth providers, the company frequently ended up overpaying for bandwidth it didn't need at inflated prices.

Adding to the frustration, the outdated facility didn't appeal to prospective customers and the company's relationship with the facility owner was lukewarm. With ongoing concerns about the costs of doing business and a lack of personalized service, Faraji committed to a change.

*"What started as a decision based on reducing costs turned into a chance to start over,"* Faraji says. *"This time around we wanted a partner that could support our business every step of the way with modern facilities, better technology choices, and more focus on catering to our needs."*

## THE SOLUTION

Aptinet evaluated several data center facilities near its Manhattan headquarters and chose to partner with CoreSite. CoreSite's NY2 facility offers a brand new, state-of-the-art home base with all the space, power, and technology Aptinet desires.

Unlike Aptinet's previous facility, CoreSite's high-density data center provides enough power and cooling to help the company grow without having to purchase more

space each time it wants to add onto its existing service. Instead, CoreSite cabinet colocation solutions provide a number of flexible configurations and an array of power options to fit Aptinet's evolving needs.

In addition to ample space and power, CoreSite provides Aptinet with competitive pricing and access to a wide variety of services and providers. Now, Aptinet can find all the cloud services, disaster recovery options, and multiple bandwidth solutions it needs in a single place.

*"With CoreSite, we have the freedom to do what's in the best interest of our company," he says. "Now, we can shop around for the highest quality service, lowest price, and best fit for our growth strategies."*

Perhaps most importantly, though, CoreSite data centers feature industry-leading uptime and reliability. Offering a software-as-a-service (SaaS) solution, service availability is paramount to Aptinet's success. Faraji wanted to make absolutely certain that the company's services would be available no matter what.

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## **CUSTOMER EXPERIENCE AND BENEFITS**

Like all companies relocating their businesses, Aptinet's leaders were both excited and a little hesitant about the move.

*"Uprooting and moving our operations to a new facility was a really big deal for us," Faraji says. "The entire CoreSite team was accommodating to every one of our needs and the move went off without a hitch."*

The seamless transition paved the way for Aptinet to hit the ground running and begin reaping the benefits of its new state-of-the-art home. Right away, the high-density environment enabled the company to cut its space and power cost in half. In addition, CoreSite's vast selection of service providers helped the company dramatically reduce other costs while improving performance.

*"Moving to the CoreSite facility gave us much more bang for our buck," Faraji says. "Almost immediately, we were able to double the speed of our network while reducing our bandwidth costs by over 70%."*

The cost savings and added operating efficiencies have allowed Faraji to turn his attention to reinvesting in the company and planning its future expansion. He notes that the ability to rapidly scale in the CoreSite facility will help accelerate the company's delivery of new SaaS solutions to the market, while CoreSite's Open Cloud Exchange will provide another avenue for meeting prospective customers and partners to support the company's sustained expansion.

For Faraji, partnering with CoreSite is proving to be a better decision than he could have imagined. *"With CoreSite's help, we've already been able to achieve most of our short-term business objectives in just a few months," he says. "Factor in all the additional space and high-quality services available to us, and we're excited to see how much we can achieve in the future."*



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**Ali Faraji, CEO, Aptinet**

## APTINET CASE STUDY AT A GLANCE

### CHALLENGE

- Improve scalability to support growth initiatives
- Reduce space, power, and bandwidth costs
- Gain access to a wider network of service providers and prospective customers or partners
- Relocate operations to a new data center without service interruption

### SOLUTION

- Leverage CoreSite cabinet colocation for high-density, cost-effective hosting
- Employ CoreSite's Open Cloud Exchange and cross connects to generate new revenue streams with easy access to network and cloud providers

### RESULTS

- Reduced facility management costs by as much as 50%
- Doubled network speed and cut bandwidth costs by more than 70%
- Relocated to a network-dense environment with more carrier options
- Eliminated space purchase requirements for growth
- Improved positioning to deliver new products to market faster.



### ABOUT APTINET

Aptinet is a nimble, full-service technology company. The firm offers unique expertise in website and web application design and development, coupled with a comprehensive hardware and service infrastructure. Aptinet's work targets corporate and institutional clients across a broad range of industries, serving as a reliable technology partner to smaller advertising, branding, and media agencies.

