



Corporate Case Study – Colo Atl

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Todd Miszner, Vice President of Finance, Telesphere

The Opportunity

Telesphere is a nationwide managed cloud communications provider, delivering Unified Communications as a Service (UCaaS) in the areas of hosted VoIP, Internet connectivity, web collaboration, messaging and video conferencing services to businesses throughout the United States. As one of the first companies to offer hosted, enterprise-level UCaaS, Telesphere specializes in the convergence of office PBX phone service, cellular phones, PCs and Unified Communications features. The company also fully manages its customers’ services over a private, IP facilities-based network. As a nationwide UCaaS provider, Telesphere caters to enterprises all throughout the country. In order to better serve its nationwide customers, the company focused its efforts to add several Points of Presence (PoP) locations in 2012, as well as add two Super PoPs (ISP access points that provide T3 speeds or higher) in Chicago and Atlanta.

Solution

Concentrating directly on Atlanta, with Telesphere’s VP of Finance Todd Miszner spearheading the operation, the search began with a list of on net providers, on which Colo Atl was listed. Upon learning of Colo Atl, Miszner and his team investigated its service offerings, and observed the company from an accessibility standpoint, and based on what network providers were already colocating in the Colo Atl facility. “We had a good feeling about Colo Atl as we started learning more about the company,” commented Miszner.

Established in November 2001, Colo Atl, a JT Communications Company, is a premier colocation and Meet Me Room (MMR) facility located in Atlanta. Colo Atl resides at 55 Marietta Street where the facility serves as a strategic hub for Midwest, National and International telecom interconnection. Designed and implemented by Tim Kiser, a Professional Engineer (PE) with over 30 years of experience in the industry, the Colo Atl facility offers industry standard colocation, data center and interconnection amenities in a SAS 70 Type II certified facility.

For Telesphere, Colo Atl was an ideal choice in comparison to other Atlanta colocation facilities – starting with the fact that its costs were considerably less than competitors, while still maintaining superior quality and customer service. As a complement to its already favorable pricing, Colo Atl also provided cross connect options between tenants for no additional fees.

“In our search for a premier Atlanta colocation facility, knowing we had ample choices to choose from, we narrowed down our requirements to cost and engineering. We also looked at factors such as reliability, accessibility, and network provider access,” said Miszner. “In doing so, we found that Colo Atl met all of our requirements and more. We were particularly fond of its Smart Hands service, which enables us to avoid dispatching a technician. Knowing that factor gave us peace of mind, and was crucial as we made our final decision.”

The Results

As its search concluded, Telesphere found Colo Atl to be the most desirable colocation facility in the Atlanta area. Apart from its location, network access, and ideal pricing, Telesphere discovered Colo Atl to be the most “hands-on” provider of them all, considering it is a small company. In working previously with other much bigger colocation providers, Telesphere determined that providers such as Colo Atl are much easier to work with, and a lot more accommodating.

“Our customers put a lot of demand on us,” said Miszner. “As a result, we put a lot of responsibility on our vendors as well. With that, we are extremely impressed so far with Colo Atl’s responsiveness, vast engineering abilities, and its attention to any issues we may have.”

Specifically, Miszner describes a time in which Telesphere was trying to deliver across the street to 56 Marietta, and was experiencing a lot of issues with its vendor. Colo Atl stepped in to help Telesphere from its end at 55 Marietta Street, determining that the issue was not with Colo Atl, but the carrier at the other end, which helped Telesphere out tremendously.

“We are very happy with our decision to colocate with Colo Atl. Colo Atl provides all the quality you’d expect from a top tier colocation provider and has become a true partner. We look forward to a solid future together,” concludes Miszner.

About Colo Atl

Located in the global telecom hub of Atlanta, Georgia, Colo Atl provides colocation, data center & interconnection services, at an affordable rate. Colo Atl’s a neutral colocation facility that allows tenants and carriers to securely and conveniently cross-connect within a SSAE 16 certified facility. Colo Atl has no monthly recurring cross connect fees between tenants and provides exceptional customer service. Visit Colo Atl online at: www.coloatl.com and follow us on Twitter @ColoAtl.

About Telesphere

Telesphere Networks Ltd. is a nationwide managed cloud communications provider for businesses delivering an innovative package of Unified Communications as a Service (UCaaS), including hosted VoIP, Internet connectivity, web collaboration, messaging and video conferencing services to businesses throughout the United States. As one of the first companies to offer hosted, enterprise-level Unified Communications as a Service, Telesphere allows businesses to enjoy all the latest voice and data features of large enterprises without costly investment in on-premises equipment. Telesphere’s more than seven years of UCaaS experience to businesses throughout the United States places it at the forefront of companies that specialize in the convergence of office PBX phone service, cellular phones, PCs and Unified Communications features. Telesphere fully manages its customers’ services over a private, IP facilities-based network.