

# COLOHOUSE CASE STUDY.

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## NETROUTING CUSTOMER SUCCESS STORY



ORGANIZATION  
NETROUTING

INDUSTRY  
INTERNET &  
TELECOMMUNICATIONS

BUSINESS NEED  
REMOTE HANDS SUPPORT  
& GLOBAL CONNECTIVITY

COLOHOUSE SOLUTION  
CARRIER NEUTRAL CONNECTIVITY  
& 24/7 ONSITE SUPPORT AVAILABILITY

# Customer Success Story: Netrouting

## Results

- Ability to maintain global customer base through low latency connectivity, redundant infrastructure, and scalability options
- Flexibility for growth - expansion from a few servers to hundreds of servers and virtual machines
- Selection of multiple carriers for advanced connectivity to Latin America
- Receive responsive, 24/7 infrastructure support

**“ColoHouse has always been there for us. Any issues that we have, any tasks that we have for them to do, they’re just a phone call away, they’re just a ticket away, and it’s all taken care of very quickly and smoothly. We would recommend ColoHouse to anyone who’s looking for a reliable data center partner.”**

**Savvas Bout, CEO  
Netrouting**

## Customer Overview

Netrouting is a leading provider in high quality web, virtual, collocated and dedicated hosting services. For nearly 10 years, Netrouting has supplied global, hosting and data services from facilities across Europe and North America, with locations in the Netherlands, Sweden and the United States.

The company operates out of various data centers in the world, functioning as an all-around Internet service provider. Netrouting primarily provides web hosting, virtual servers, clustering, and managed hosting services to their diverse customer base comprised of CDN suppliers, cloud integrators, SMBs, and large enterprises.

## Business Challenge

Since Netrouting operates a global network throughout various countries in the world, a large part of the company’s mission is to connect with specific carriers in each location. As Netrouting began to expand, they were looking to attend to the Latin American market from a location on the East Coast that could provide availability to the selection of carriers they required access to.

Additionally, Netrouting required a facility that was able to support the variety of services that their customer base utilized. Access to high quality bandwidth and the ability to accommodate their product line of dedicated servers was essential in order to meet the needs of Netrouting’s customer base. Furthermore, a dedicated support team was a necessity, as Netrouting is based in the Netherlands but rotates between three primary locations. Remote Hands services would be essential for accommodating everyday technical requests.

## Solution Requirements

[Low latency connectivity to Latin America was essential.](#)

Netrouting realized they needed to partner with a data center that could provide diverse connectivity options to Latin America by way of a major connectivity hub within the United States. Miami was a natural choice, as Latin America traffic routes back to Miami due to Miami’s status as a one of the largest Internet Exchange Points in North America.

[Another requirement was redundant infrastructure.](#)

Due to their growing network of global customers, Netrouting knew that a solid, robust and reliable infrastructure would be essential for any data center partner they selected. The ability to provide redundancy in terms of power, cooling, and connectivity options for customers was crucial for delivering consistent service to end-users throughout the world.

# Customer Success Story: Netrouting

## Room for expansion was next.

As a growing company, Netrouting was focused on partnering with a data center that would be able to accommodate expansion for an increasing customer base. As Netrouting looked at moving new equipment into a facility, it was important to ensure ample space and timely deployment.

## ColoHouse Solution

### Connectivity

Through Miami, one of the biggest Internet Exchange Points in North America, ColoHouse offers on-net access to more than 20 carriers for clients with U.S. and Latin American networking needs, such as Netrouting. Additionally, ColoHouse provides direct connectivity with no additional points of failure, allowing quick and easy connection for customers globally.

### Support

ColoHouse provides a dedicated support team with 24/7 onsite availability to handle customer requests. For customers like Netrouting, this amenity allows for maintenance such as cross connect troubleshooting, hardware upgrades and any day-to-day tasks at the data center that may not be able to be immediately addressed by the customer - a service that is particularly convenient for international customers such as Netrouting.

### Scalability

Netrouting originally came to ColoHouse only having the need to deploy a few servers. Since then, the company's equipment now includes hundreds of servers as well as hundreds of virtual machines, all hosted within ColoHouse. With 24,000 square feet of space, ColoHouse provides the flexibility to expand, providing rapid deployment and easy installation. For Netrouting, this also meant assistance with the provisioning of new customers and any necessary hardware upgrades or new cross connect installs.

## Bottom Line

ColoHouse's colocation and connectivity services can support organizations with global networking needs in all business-critical areas - connectivity, scalability, and support. Carrier neutral connectivity provides Netrouting with access to the wide array of carriers they need to operate in various countries throughout the world, while housing their customers' IT infrastructure in a reliable facility built for expansion. With redundant colocation services from ColoHouse, Netrouting can focus on scaling their global customer base with peace of mind, knowing that their business critical assets are secured.

