



CLOUD | MANAGED SERVICES | COLOCATION | DISASTER RECOVERY



CUSTOMER PROFILE

Company: Zog, Inc.

Founded: 1999

Size: Based in Perkasie, PA, Zog provides outsourcing services for the day-to-day management, maintenance, and support of its clients' businesses

AT A GLANCE

Challenges

- Establish flexible IT infrastructure that easily scales to match growing business needs
- Ensure outsourced IT environment is resilient, secure and always available
- Deploy solution that delivers enterprise-level support to SMB clients

Results

- Highly-available data centers close to headquarters ensure production and secondary recovery sites
- Scalable infrastructure supports growth of clients
- Colocation solution delivers high levels of resiliency & onsite security
- 24x7 technical support ensures always-on capabilities

TierPoint Helps Zog Inc. Deliver Enterprise-level Services to Its Small and Medium-Sized Clients

Whether large or small, businesses around the world depend on their IT infrastructures to support critical business processes. So when Zog, Inc., an IT support company based in Perkasie, Pennsylvania, went in search of a service provider that could offer data center solutions to support its clients, management knew they needed one that could deliver a resilient, secure, always-available IT colocation solution. That's when they turned to TierPoint.

Founded in 1999, Zog provides specialized computer support to small and medium-sized businesses (SMBs) based primarily in North America. The company offers a range of tailor-made outsourcing services and solutions that help ensure its clients' businesses are always running, including help desk, managed services, business continuity and disaster recovery, cloud, VoIP and IT consulting.

Delivering key services

To support its business goals, Zog wanted to partner with a colocation provider that could meet several key technology requirements. These included multiple data centers to support fault tolerance and redundancy, business continuity and disaster recovery capabilities, the availability of multiple network carriers, and high levels of onsite security.

In addition, site location played an important part in the decision-making process. "For most SMBs, driving 500 miles or more to a recovery site is not always logistically possible, especially in times of a disaster," stated Mat Zoglio, CEO of Zog. "TierPoint was able to offer two data centers that were within an hour's drive of our headquarters in Perkasie, providing us with a perfect model for production and secondary/failover recovery."

“We run a 24x7 operation, so if a server is down at 3 a.m. here on the East Coast, it might not seem like a big deal, but it has a huge impact for our users in China. Having resources on hand 24x7 to assist in trouble resolution is critically important for us. It’s great to know that TierPoint has our back.”

Mat Zoglio, Chief Executive Officer, Zog

Treating every company like an enterprise

By choosing TierPoint as its technology provider, Zog can now offer clients a flexible IT infrastructure that can easily expand to match their growing business needs. For example, while many of its SMB customers do not require a full rack in a data center, they still require the same firewall, switches, networking and other redundancy capabilities that larger companies need.

With the TierPoint business model, some of Zog’s clients currently utilize only a quarter of a rack in the data center with the option to expand as they grow—something that is often not available from many of the larger enterprise-level providers.

“In the marketplace, most of the larger service providers are geared towards very large enterprises,” said Zoglio. “So there is a natural fear among SMBs that they won’t be treated with the same respect by the larger wholesale colocation providers. What separates TierPoint from these other providers is that they deliver enterprise-level support to even the smallest companies. And TierPoint’s customer-first culture includes every single client.”

That personalized service includes TierPoint personnel who are determined to ensure each customer implementation is completed quickly and efficiently. For example, on one occasion Zog contacted TierPoint about a customer that required a rapid implementation, with the order being placed on a Friday and an implementation date for the following Friday. Zoglio was pleased—and surprised—when he received a call that the deployment was completed two days early—enabling Zog to assure its client that everything was ready to go ahead of schedule.

TierPoint’s 24x7 Smart-Hands technical support also plays a critical role by ensuring that systems are always available. “We run a 24x7 operation, so if a server is down at 3 a.m. here on the East Coast, it might not seem like a big deal, but it has a huge impact for our users in China,” he said. “Having resources on hand 24x7 to assist in trouble resolution is critically important for us. It’s great to know that TierPoint has our back.”

(more)

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Mat Zoglio, Chief Executive Officer, Zog

Making all the difference

According to Zog, TierPoint offers another key benefit that cost-conscious SMBs are looking for—reasonable prices. He was impressed with TierPoint’s ability to offer colocation services, racks, Internet connection and power for a reasonable, all-in-one price. Equally important was the fact that “TierPoint hasn’t had any hidden charges—what they say is what they deliver.”

But for Zog, the chief selling point of TierPoint always comes back to its people. “Customer-centric is the way that everyone at TierPoint works,” he concluded. “Their people make all the difference. Having consistent levels of engagement made it very easy to do business with them. Every company is looking to work with providers that they believe can support their needs now and in the future. So when you find a great partner like TierPoint, you stick with them.”

About TierPoint

TierPoint is a leading national provider of best-in-class IT infrastructure services that help clients improve agility, drive performance, and manage risk. TierPoint offers multi-tenant, private, and hybrid cloud solutions; disaster recovery, business continuity and other managed services; and colocation—all backed by a commitment to superior customer service and highly-redundant, carrier-neutral data centers coast to coast.

To learn how TierPoint can help you with your cloud, colocation, managed services and disaster recovery initiatives—call **877.859.TIER (8437)**, e-mail sales@tierpoint.com, or visit us on the web at tierpoint.com.