



Syncreon Selects Switch to Modernize their Global IT Infrastructure

Mid-Size Logistics Company Upgrades IT Infrastructure to Manage High Growth & Innovation

EXECUTIVE OVERVIEW

syncreon is a leading global provider of customized supply chain services that are uniquely tailored for the world's largest tech companies and automakers. They offer advanced warehouse services and propriety warehouse management systems that help customers monitor the supply chain in real-time to optimize operations. syncreon takes pride in delivering seamless supply chain solutions with zero interruptions.

In 2013, the IT organization was faced with the challenge of modernizing and future-proofing their data center infrastructure. syncreon selected Switch's Tier 5[®] Platinum data centers because they are highly available with 100% uptime guaranteed service, purpose-built with high-density power capacity and offering unlimited scalability for future growth. Switch was able to significantly reduce syncreon's footprint and provide material savings on data center costs and telco circuits.

With Switch's support, syncreon's IT department delivered a win to their organization. The transition to Switch was one of the largest and most successful undertakings that syncreon IT had ever experienced. The implementation of a unified architecture created a framework to support business opportunities.

THE RESULTS

100%

uptime SLA achieved

50%

reduction of data center footprint

45%

cost savings realized between data center and telco

\$267K

annual savings on telecom

\$55K

annual savings on colocation expense

\$48K

annual savings on metered internet circuits



“With Switch, we got better, faster and cheaper. My CIO refers to Switch as one of the most successful IT projects completed during his tenure at Syncreon.”

Jon Long, Global Director of IT, Technical Architecture

In 2016, the company introduced an aggressive corporate growth plan to double revenue, employees and number of locations. Being located in Switch has allowed syncreon IT to meet their high growth trajectory.

COMPANY BACKGROUND

syncreon is a specialized provider of integrated logistics services. The company was created in 2007 when Walsh Western International acquired TDS Logistics and is headquartered in Auburn Hills, Michigan. Syncreon has 100+ facilities in North and South America, Europe, Africa, Asia, Australia Middle East, and New Zealand. The company has notable automotive customers such as Audi, BMW, Ford Motor Company, General Motors, Harley Davidson, Jaguar Land Rover, Mercedes Benz and Volkswagen Group; and prominent technology clients Dell, IBM, Samsung, Sharp, Verizon and many more. syncreon continuously innovates to anticipate industry developments and to create strategic next-generation solutions for their customers. Similarly, Switch's data center infrastructure was purpose-built from the beginning, with CEO and Founder Rob Roy's more than 500 issued and pending patent claims for data center design and related technologies, to handle the storage, power, networking and compute necessary to sustainably power the future of the connected world. syncreon and Switch both have a shared vision for forward-thinking solutions and innovation.

THE CHALLENGE

When the company decided to modernize their data center infrastructure to a robust standards based architecture, syncreon's primary and disaster recovery sites were unable to accommodate the power, availability and high-density required.

Making the transition to an updated IT infrastructure was imperative to manage company growth and the propriety warehouse management systems (WMS) that supported their clients. syncreon's WMS offers real-time, track and trace visibility of inventory and metrics throughout the supply chain to support clients, and they could not risk downtime.

syncreon experienced server problems due to their existing data center provider raising the facility temperature to save money, which often caused their equipment to overheat. There was also an element of human error which was a risk factor due to the proximity to their headquarters.

Even though they had one of the largest footprints in their prior data center, they had no negotiating power. Moreover, they experienced power restrictions due to competition with other colocation customers. With the lack of cooling and power capacity in their existing data center, syncreon was forced to keep a much larger footprint than necessary to spread out their high-density equipment.

When syncreon approached Switch the CIO had the difficult task of convincing the organization to support a data center migration across the country from Michigan to Las Vegas, Nevada.

“The migration to Switch...”

— Julian Mordaunt, Chief Information Officer

SITE SELECTION REQUIREMENTS

syncreon was seeking a data center provider with the following attributes:

HIGH AVAILABILITY

100% uptime guaranteed in service level agreement

HIGH DENSITY

Reduction of footprint for significant cost savings

POWER

Power capacity to support high-density configurations

LOCATION

Vicinity away from headquarters to rid of human error

SCALABILITY

Scale for unlimited growth

SECURITY

Increased physical security layers for peace of mind

CONNECTIVITY

Low latency to improve speed & diverse carrier options

SUSTAINABILITY

IT infrastructure powered by 100% renewable energys

CUSTOMER SERVICE

Support staff available 24/7 with remote hands assistance

THE SOLUTION

Switch was selected as the provider to host syncreon's consolidation and advanced IT infrastructure. The project plan was to immediately reduce their footprint and replace their equipment with a new next-generation data center design.

- syncreon started planning for the move in early 2013
- The DR data center was first built out at Switch's east campus. A dual stack greenfield network was installed as fully redundant within the site. Existing equipment required for migrations was moved from Michigan to Las Vegas in a single weekend
- Six months later the primary data center build out started at Switch's west campus. Another dual stack network was installed with intra-site redundancy as well as redundancy between both campuses
- High density compute clusters were installed in each site and syncreon set to work reducing their footprint by 100+ physical servers and 50+ Virtual Machines (VMs). The NextGen environment is now successfully running hundreds of VMs across both sites
- Switch's metered Internet circuits were installed at both the primary and DR datacenters saving syncreon nearly \$48k per year while providing higher bandwidth and better redundancy than their previous provider
- Fiber cross connects were installed to multiple cloud providers within Switch for direct access to compute and data archiving. This direct access provider higher bandwidth at a reduced cost to the cloud providers providing syncreon with capabilities that would not have been previously possible

“We are one of their smallest customers. However, I can tell you they treat us no different than their largest customers. There is a passion and attention to detail that is extraordinary. The staff are always asking if we feel that we have been taken care of and if there is anything else they can do.”

– Brian Silles Sr. Enterprise Architect

THE SOLUTION

REDUCED DATA CENTER FOOTPRINT

- Consolidated primary and disaster recovery server infrastructure by 50% (from 20 to 10 cabinets)
- Installed ultra-high-density equipment supported by Switch's proprietary power and cooling technologies and virtualizing

SAVED \$267K/YEAR ON TELECOM AND \$55K/YEAR ON COLOCATION EXPENSE

- Realized a 45% cost-savings between data center expense and telco costs
- Switch CONNECT®, the world's only hyperscale telecom auditing and purchasing cooperative was able to negotiate with syncreon's preferred carrier to reduce the costs of network expense while allowing them to retain ownership of the carrier relationship
- No single company in the world can negotiate using the volume and combined \$6 trillion market cap purchasing ecosystem that exists with Switch CONNECT®

ELIMINATED UNPLANNED DOWNTIME PREVIOUSLY EXPERIENCED AT FORMER DATA CENTERS

- 100% uptime guaranteed in service level agreement
- Redundant power, network and high-density computer clusters eliminated outages experienced previously with the previous data center provider on older technology
- Switch WDMD® power design eliminated downtime

UPGRADED IT INFRASTRUCTURE TO TIER 5® PLATINUM

- Switch's Tier 5® Platinum data center designs, facilities and operations far surpass the benchmarks for industry certification. Switch builds the world's only Tier 5® platinum data centers known as the Switch PRIMES®
- The Switch PRIMES® are the world's highest rated data center campus ecosystems with low latency to major U.S. markets. The Switch PRIMES are located in the most cost-effective area of each North American zone based on power, connectivity, taxes, cost of living and lower risk of natural disasters