

COLOHOUSE

CUSTOMER CASE STUDY

UPX
TECHNOLOGIES

CUSTOMER NAME

UPX

CLIENT SINCE

2015

PRODUCTS

1 CABINET +
FLORIDA INTERNET
EXCHANGE

LOCATIONS

AV. CAMBACICA,
520 • 3RD FLOOR • TORRE 5
CAMPINAS, SP • BRAZIL
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VIA E-MAIL:

SUPORTE@UPX.COM

HELPDESK PAGE:

[HTTP://HELPDESK.UPX.COM](http://HELPDESK.UPX.COM)

WEBSITE:

[HTTP://WWW.UPX.COM](http://WWW.UPX.COM)

FOUNDED

2002

COMPANY OVERVIEW

UPX Technologies was a trail blazer in Brazil, pioneering the way for rich content distribution using a different network concept than the status quo. Today, UPX specializes in providing secure IP transit, Content Delivery Network (CDN) and streaming solutions to over 1,000 global clients.

BUSINESS CHALLENGES

UPX was expanding to the USA in 2014. Their requirements were simple: they needed a strategic partner who guaranteed a high-quality and reliable infrastructure that met their technical standards and a carrier-neutral facility for telecommunications with world-class customer service.



“We have a huge goal to achieve new projects this year with the same excellence as usual, so we needed a partnership to grow together with power and efficiency.”

PROJECT REQUIREMENTS

PROJECT REQUIREMENT #1: COMMITMENT TO BEST PRACTICES

- ❑ As the demand for their business increased, it was crucial to the business to expand into the US, specifically to Miami, UPX needed to partner with a colocation vendor who was as committed to delivering excellence as they were. It was important that the facility meet all of the data center standards regarding power and cooling, security, emergency procedures and infrastructure. In addition, they required a data center that provided top 24/7 onsite customer support.
- ✓ ColoHouse conducts annual audits and is compliant with all SSAE16 and SOC 2 requirements. Additionally, we have 3 technicians on-site which ensure that all daily, weekly, and monthly maintenance is successfully completed. ColoHouse also has annual contracts with Eaton, Cummins Power South, and Keystone Critical Systems & Advisors to properly service the on-site equipment quarterly.

PROJECT REQUIREMENT #2: CONNECTIVITY

- ❑ UPX's business is built on the reliability and access to multiple carriers and peering exchanges to support their enterprise level clients without sacrificing quality and speed. With services such as hosting and DDoS, their customers are entrusting their clients and users' information.
- ✓ ColoHouse has over 20+ network providers and is a carrier neutral facility. ColoHouse, over the years, has grown our carrier list to include ISPs deemed critical DDOS mitigation providers. ColoHouse is partnered with Florida's top internet exchange, the Florida Internet Exchange (FL-IX), offering connectivity and peering options. FL-IX allows for UPX to cost-effectively and easily exchange IP traffic. Utilizing stable peering infrastructure, allows UPX to connect with hundreds of users globally.

PROJECT REQUIREMENTS CONT.



PROJECT REQUIREMENT #3: SUPPORT

- ❑ With a limited staff in the Miami office, it was crucial to UPX's business to have a trusted and responsive datacenter team to rely on for basic and emergency business needs. Hiring off-site vendors would be an inefficient and expensive service that was not guaranteed to delivery immediate results.
- ✓ ColoHouse provides industry leading support and services offering, with a Net Promoter Score of 70, the highest in the industry. We have 24/7 access to our facilities as well as around the clock customer support. Our expert technicians provide our signature "Remote Hands" offering, managed installation, and 100% compliant Service Level Agreement commitment. This allows UPX to stay focused on what matters: their service offering and customers.

CLOSING

After the first year in 2015 at ColoHouse, UPX expanded their services from a half cabinet in 2016 to a full cabinet including a connection to the Florida Internet Exchange (FL-IX). ColoHouse and UPX Technologies have developed a true partnership versus a vendor-client relationship because both companies believe in delivering quality products and services to their global customer base.

"One of the highlights of ColoHouse is the service which is always accessible and agile, in addition to the fair price."