

Internet & Telephony Provider Case Study



ElectronicBox chooses colocation to support the company's main network point of presence & exponential growth across Eastern Canada

ElectronicBox is an independent Internet service provider (ISP) offering high speed DSL and telephony services throughout Eastern Canada since 1997. With competitive pricing and a complete product portfolio including DSL, cable, fiber and VoIP, ElectronicBox is a one-stop solution for business and consumer Internet needs.



To support more than 35,000 customers, ElectronicBox requires a robust connectivity hub to serve as the company's main network point of presence (PoP). Through colocation with Cologix Montreal, the exponential growth experienced by ElectronicBox is augmented by the ability to interconnect to different providers. Colocating with Cologix also provides ElectronicBox with infrastructure redundancy to ensure the company's customers are always connected.



“As an ISP, it is vital for our business to **connect to multiple networks both locally and globally**, ideally close to the core network routes. Cologix meets that need with their **robust 75+ network and service provider ecosystem within Montreal's carrier hotel at 1250 Rene Levesque.**”

– ElectronicBox CEO Jean-Philippe Béique

Requirements & Challenges

- Colocation data centre to serve as main network point of presence (PoP)
- Guaranteed availability of bandwidth even during peak hours
- Fast & scalable network connectivity
- Downtown Montreal location within convenient reach of ElectronicBox offices
- Data centre power, cooling & networks properly working at all times
- Congestion-free network access
- Highest quality colocation infrastructure

Solution

- ✓ Deployment in Cologix's newest Montreal data center (MTL 7) with dark fiber that connects to the Meet-Me-Room at the carrier hotel
- ✓ Network neutral colocation environment fostering price & quality of service competition among carriers
- ✓ Provider with 10+ years of experience in the market
- ✓ Scalability & rapid deployments
- ✓ Montreal Internet Exchange (QIX) access
- ✓ Well-managed power distribution

24 Network Neutral Data Centres Throughout North America

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“Access to the Montreal Internet Exchange (QIX) through Cologix is very important for ElectronicBox and our consumers as well. Through QIX, we meet our goal of providing the shortest path to reach users and destinations, and also to connect applications faster at lower transit costs. Additionally, Cologix has a carrier neutral approach, which you don’t typically find with other data centres – most of the time it’s a data centre owned by ‘X’ service provider proposing their own services within the facility. That’s the main difference between Cologix and the other guys.”

– ElectronicBox CEO Jean-Philippe Béique

Results

Through Cologix Montreal data centre services, ElectronicBox benefits from:

The Power of Interconnection

Interconnection is definitely important for ElectronicBox. As a third-party ISP in Quebec and Ontario, the company must connect to incumbent networks, including Bell, Videotron, and Rogers. It's an advantage to meet +75 unique networks in Cologix Montreal facilities and be very close to the core routing of those providers.

Benefits of Many Network Providers Competing

If a company's core IT infrastructure is based in a location with a single network service provider and the quality of service is bad, there are limited alternatives as the company cannot switch to another provider and moving IT infrastructure can be a huge headache. With Cologix Montreal, +75 unique carriers are competing on the same types of service, which drives quality network and competitive pricing to maintain customer loyalty. As such, ElectronicBox finds this carrier ecosystem helps provide a congestion-free network. The company passes the lower transit costs, better quality of service, benefits of the Montreal Internet Exchange (QIX) connectivity, and other enhancements on to customers. Cologix benefits provide ElectronicBox with additional profits, which results in lower costs for customers – a welcome advantage for ElectronicBox.

Accessibility for IT Staff

Previous to Cologix, ElectronicBox based their IT core more than 30 kilometers from its corporate office, which is just 5 km from downtown Montreal. This proved extremely far for technical staff to go on-site in cases of a server or other type of system crash, especially for technicians who utilize public transit. Accordingly, colocation with Cologix in prime Montreal locations is particularly beneficial for IT staff that must go on-site very often.

Reputation for Quality, Scalable Service

ElectronicBox knows Cologix's reputation in Montreal, and with 10 years of service in Cologix's facilities, the company is pretty confident it will stay the same rock solid, stable service. ElectronicBox can expect quick deployment of standard services with no issues. If the company continues as one of the top 15 fastest growing Canadian companies, which is likely, they will require a lot more space. It's a positive for ElectronicBox to know it has room for new equipment, which it can increase and install quickly. The company is also expanding its presence in other areas like Ontario and eventually British Columbia, and likes the fact that Cologix services are available in those markets as well.