



OPTIMIZATION CASE STUDY

Solutions for Software Provider

Over 400 EMPLOYEES

Over 8,000 CLIENTS

One of the fastest growing companies in the Southeast in 2016

Nearly 20 years in business as a SaaS provider

“With less than six months left on our colocation services contract, we were faced with impending expiration alongside above average rates for space and power.”

The Background.

This leading Operations Management Software company provides software-as-a-service solutions (SaaS) for organizations in a wide array of fields, such as Senior Living, Education, Government, Healthcare and Manufacturing. With solutions ranging from system maintenance to tracking utility costs, this company's software helps businesses cut capital expenditure on their day-to-day operating costs.

The Challenges.

As a SaaS provider, the colocation vendor's hosting services are mission critical and involve very sensitive information. Furthermore, the agreement with the current colocation vendor was due to expire in six months. Advocate's initial assessment indicated that the current rates were above market and could be reduced resulting in significant cost savings.

The Solution.

Advocate recommended a competitive sourcing process to identify better rates and terms with the incumbent or an alternative colocation vendor. Advocate selected qualified vendors and conducted an RFP. After the vendor cost comparison and contract details were examined and in collaboration with the client, the incumbent vendor was chosen for a renewed agreement with considerably lower rates not only for current footprint but for increased future needs as well.

Client Priorities

- Scalable solution to support future growth
- Colocation presence in two strategic U.S. locations
- Direct connection to Azure and AWS
- Reduce cost of colocation services



The Cloud & Connectivity Insiders

6200 The Corners Parkway | T-100 | Norcross | GA | 30092 | www.advocateinsiders.com

“THE NEW AGREEMENT WITH THE INCUMBENT COLOCATION VENDOR GENERATED A 29% PRICE REDUCTION WITH NO RISKS ASSOCIATED WITH MIGRATING TO A NEW VENDOR.”

Transforming your colocation challenges into a cost effective, strategic and scalable advantage while providing ample capacity and power availability for continued growth of the business.

Advocate leveraged any and all existing vendor relationships and spend as part of the strategic sourcing event to develop a scalable solution to support future growth, reduce costs of colocation presence in two strategic U.S. locations and provide a direct connection to Azure and AWS.



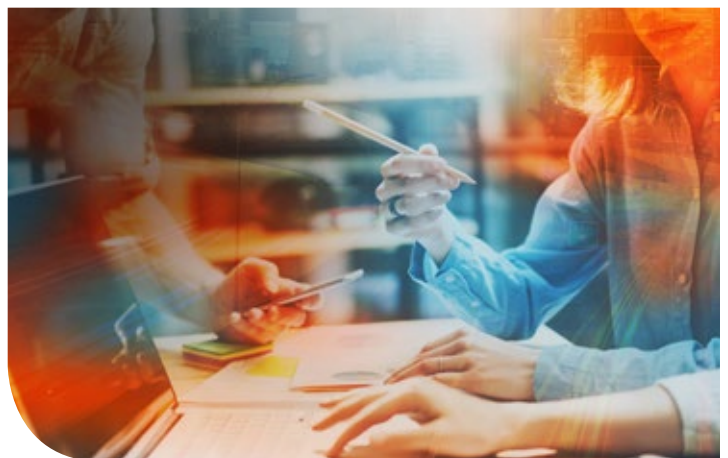
“ADVOCATE’S COMPETITIVE SOURCING SOLUTION PROVIDED US WITH SIGNIFICANT SAVINGS AND INCREASED OUR CONFIDENCE IN THE EFFICIENCY OF OUR DATA CENTER.”

Insiders Consulting Services.

- Data Center Assess, Plan and Solve
- Strategic Planning and Sourcing

The Result.

- Total project was completed in less than 10 weeks.
- The new agreement with the incumbent colocation vendor generated a 29% cost reduction with no risks associated with migrating to a new vendor.
- Advocate delivered an annual project ROI of 11:1.



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