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Customer Case Study

Colocation Services Maximize Business Potential



Trek Bicycle Corporation

Trek began in 1976 when its founders set out to make the best bicycles the world had ever seen. Today, Trek is headquartered in Waterloo, Wisconsin, and its bicycles and cycling products are sold through 5,000 independently-owned retail locations in over 90 countries across North and South America, Europe and Asia. Looking to lower capital costs for IT while maintaining high availability of its applications and data, Trek turned to US Signal® IT Solutions for a colocation solution for its data center.

Highlights

Challenges

- Outdated IT equipment
- Expiring warranties for on-premise servers
- Shifting IT model
- Tight deadlines
- Need to accelerate digital transformation (DX)
- Need to transform IT into a business asset instead of a cost center

Challenges

Ensuring the availability, security and compliance of their data center assets within an optimized financial model.

The decision to expand or move its data center was critical to Trek's IT infrastructure strategy. Not surprisingly, minimizing capital expenditures was a large part of the reason Trek choose colocation from a full service provider. But hard costs weren't the only factor in the final decision. Trek was looking to position itself for continued success by maximizing its business potential. The company needed specialized experts to monitor cooling systems, ensure global connections, reduce its carbon footprint and provide a sustainable infrastructure within a secure environment, so it could remain on a steady growth path.

"When we were faced with making a significant IT investment, we realized there were multiple benefits of colocation," said Dane Sandersen, Global Security Director, Trek. "Finding the right partner that could provide us control over own data while offering accredited security and green technologies became our major focus."

Solution

- Single-tenant Cloud (Hosted Private Cloud)
- Multi-tenant Cloud
- Disaster Recovery as a Service (DRaaS)
- MPLS
- Dedicated Internet Access (DIA)
- Managed Firewall
- Managed Extended Detection and Response (XDR)
- Remote Monitoring and Management (RMM)
- Backup as a Service (BaaS)
- Advanced Email Security

Results

- Ability to run critical IT systems three shifts daily with zero downtime
- Increased productivity
- Freed up internal IT resources
- IT can now think more strategically and be predictive instead of reactive
- Better support for digital transformation efforts

Solution

Because it was the company's first foray into colocation, Trek went through a rigorous selection process in its search for an IT solutions partner. US Signal was singled out for its geographic diversity in seven states, where it owns and operates advanced data centers managed by experienced industry experts. Trek was also impressed with the breadth of hybrid solutions that US Signal had to offer ranging from cloud services to security.

Trek chose to implement the colocation process in phases and began by moving its disaster recovery environment into the US Signal data center in Madison, Wisconsin. After US Signal proved its expertise in everything from exploring various solution options, contract negotiations to execution and support, Trek moved its production environment into a separate room at the same location. Trek's future plans call for further geographic diversification by moving their disaster recovery environment into a separate US Signal facility.

"We worked with over 20 different vendors during the move, and US Signal was by far one of the best," said Sandersen. "Their execution was nearly flawless, and their process of communication and account management was superior. US Signal has certainly distinguished themselves as one of our top-tier, preferred partners."

“I sleep better at night knowing that US Signal is paying attention to every detail, process discipline and procedural compliance necessary to keep our data safe and always available, going to evolve. I think we’ll evolve together as a team.”

Results

Cost savings was one of the biggest benefits of Trek’s decision to collocate its IT infrastructure. Partnering with US Signal not only enabled Trek to reduce the cost of overall IT management, it provided the benefit of a more predictable operational expenditure model rather than trying to build, secure and maintain its own data center as its needs for additional computing power and space grew.

High availability of its data with the security and peace of mind of business continuity is also positioning Trek for growth. The increased power capacity and uninterrupted power supply of US Signal’s data center allows Trek to leverage innovations in high-density computing and ensure constant power to its equipment. “I sleep better at night knowing that US Signal is paying attention to every detail, process discipline and procedural compliance necessary to keep our data safe and always available,” said Sandersen.

Ultimately, US Signal’s rigorous processes of access control and facility management is improving Trek’s own internal procedures and providing Trek with gains in productivity and efficiency so that it can do what it does best – manufacture and distribute world-class bicycles.



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Digital Infrastructure Solutions Built for Your Business



US Signal, established in 2001, is a premier national digital infrastructure company that operates a fully owned fiber network to deliver a wide range of advanced digital solutions. Our offerings include robust cloud services, secure colocation facilities, high-performance connectivity, comprehensive hardware resale, and managed IT services, empowering businesses to enhance their operational efficiency through tailored network, data center, data protection, and cybersecurity solutions.