



# CONNECTRIA

**Conquering data center complexity to deliver best-in-class cloud hosting services.**

Connectria selects Lenovo ThinkSystem as the strategic platform of choice for its hosting infrastructure, boosting performance and reliability, and dramatically simplifying management to support world-class services.





Connectria provides secure, reliable, responsive and affordable cloud hosting and managed services to businesses large and small. Headquartered in St. Louis, MO, Connectria serves more than 1,000 clients across 30 countries worldwide. The company operates three state-of-the-art data centers in the US, all certified to Statement on Standards for Attestation Engagements (SSAE) 18 auditing standards, and employs around 200 people.

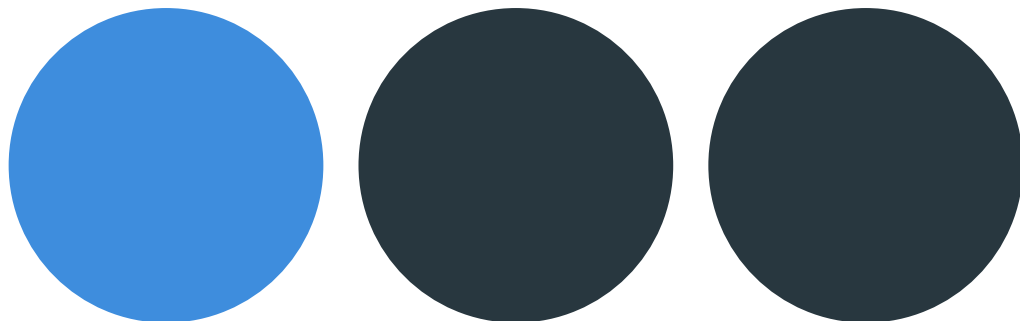
With over 20 years' industry experience, Connectria has established itself as a globally recognized leader in managed and cloud hosting. But it's not just technical expertise that sets Connectria apart from its competitors.

"We always go the extra mile for our customers," says Dustin Mathews, AVP - Technical Operations at Connectria. "No matter how large or small, each customer has a dedicated team of Level 3 engineers to provide exceptional support, guaranteed."

Connectria prides itself on providing extremely responsive support for its clients and boasts some of the highest service-level agreements (SLAs) in the hosting industry, offering 1-hour hardware replacement and 99.9% dedicated server uptime as standard.

Previously, Connectria's hosting environment was based on a diverse mix of hardware from four different vendors, something that made infrastructure administration and management a real headache.

Dustin Mathews recalls: "Having four different platforms meant that we had four different deployment methodologies to work with, four different management interfaces, four different





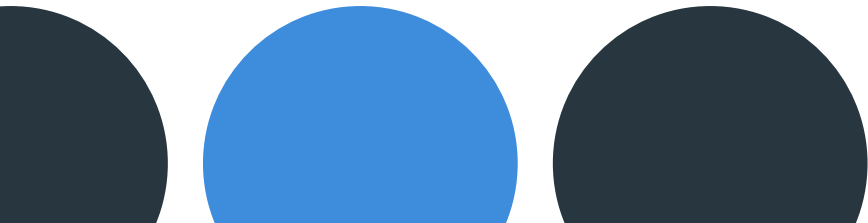
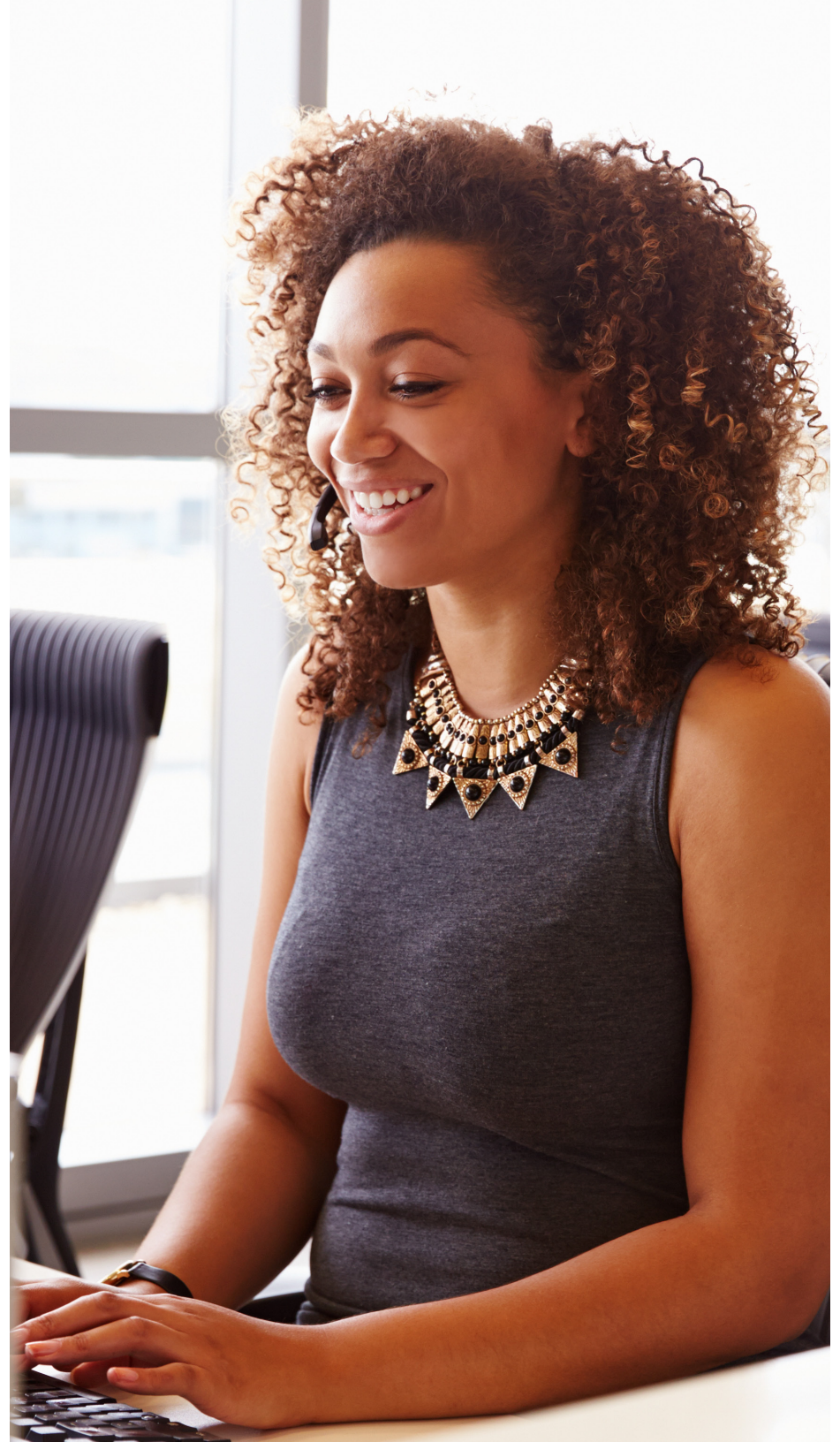
firmware release cycles and so on. The more we expanded our hosting infrastructure, the more complex and time-consuming it was to manage—and the more appealing standardization became.”

Connectria selected the Lenovo ThinkSystem SR630, which features powerful Intel® Xeon® Scalable processors, as the new standard for its hosting infrastructure. With support from Lenovo, Connectria developed three standard configurations (Small, Medium and Large) with varying processor, memory and storage specifications to offer its clients.

Dustin Mathews comments: “Having three standard server sizes, all made up of standard components, has simplified our offering to customers, and made it so much quicker and easier to set up and modify customer environments. Of course, customers have the flexibility to go ‘off menu’ should they wish, and we will provide a customized solution—though still based on Lenovo technology.

“With standard sizes in place, we’re now able to stock not just spare parts but spare systems at our sites. So, if a customer wants to scale up resources at short notice or upgrade their processors, we can meet their needs in a matter of minutes. This means that we can offer customers the agility and the flexibility of public cloud services with the reassurance that their workloads are running on dedicated hardware in highly secure data centers with hands-on support.”

Crucially, selecting the Lenovo ThinkSystem SR630 as its standard hosting platform has dramatically simplified data center administration and management for Connectria. The company makes extensive use of the Lenovo XClarity tool, which provides a unified overview of all Lenovo systems in its data centers via a web-based dashboard.



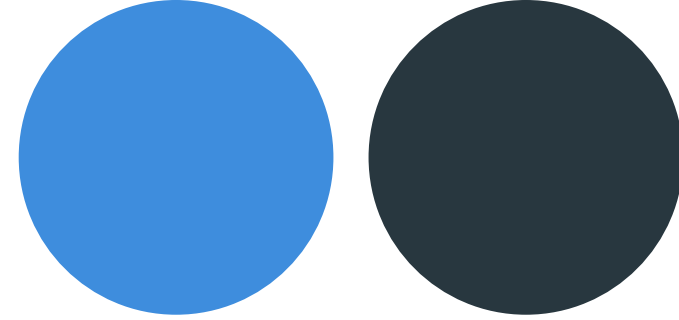
“Lenovo XClarity is a life-saver,” says Dustin Mathews. “We can check the health of all our systems at a glance, and we get automated alerts whenever an issue crops up. Before, we’d have to log in to the management module of individual servers to check the status. To make things worse, each vendor’s management console and controls were different. Now all our systems are visible from a single dashboard, which is so much easier and more convenient.”

In addition to monitoring for hardware issues, Connectria uses Lenovo XClarity to manage firmware compliance, roll out updates, schedule maintenance windows, check the current configuration of individual servers, and keep track of vulnerabilities. The company estimates that it saves multiple hours per week on infrastructure management.

To date, Connectria has deployed more than 150 Lenovo ThinkSystem SR630 servers—a number that keeps on growing. “We’re adding new servers every month as our customer base expands,” states Dustin Mathews. “This is where Lenovo’s ability to deliver large numbers of servers within short timeframes comes into its own. We rely on rapid, responsive equipment delivery to keep up with customer demand, and Lenovo has never let us down.”

Connectria also takes advantage of Lenovo’s YourDrive YourData service to comply with data privacy requirements for clients operating in highly regulated industries, such as healthcare and financial services. YourDrive YourData enables Connectria to give its clients confidence that sensitive data is safeguarded and disposed of correctly.

“YourDrive YourData is just one of many services that make Lenovo the ideal partner for managed services providers like us,” notes Dustin Mathews. “They understand our business and go out of their way to help us, providing expedited delivery and 24/7 support. Knowing that we are backed up by Lenovo Services gives us peace of mind that we will be able to keep client services running no matter what.”



He concludes: “We enjoy a very close relationship with Lenovo and speak directly to their development teams, who take our feedback on board. This gives us, and our customers, a lot of trust in the systems. We don’t feel like just another account, we feel like we have a real partnership with Lenovo. We are excited to see where that partnership takes us in the years to come.”

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– Dustin Mathews, AVP – Technical Operations, Connectria



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