QONCERT

A Vertiv™ Case Study

VERTIV

ABOUT THE COMPANY

Qoncert

Qoncert is a Tampa, Florida-based IT systems integrator. Founded in 2003, Qoncert helps clients throughout Florida with IT and networking needs and services, including cloud-based VoIP. Since its inception, Qoncert has grown exponentially, with revenues rising 400% even during an economic downturn.

Background

In November 2010, Qoncert was primed to take the next step forward. Staff size and space needs had exceeded its current building capacity and the lease was about to expire. Officials at Qoncert decided to purchase a large warehouse and convert it to fit their specific requirements. Qoncert needed to quickly deploy a data center solution at the newly acquired property, but it needed to be done without affecting IT and network performance in a building under construction.

Case Summary

Location: Tampa, Florida

Products: SmartRow™ infrastructure: an intelligent, integrated IT infrastructure deployed in a single row. Combines data center best practices in cooling, power and data center infrastructure management technology with a space-saving and cost-effective configuration.

Critical Need: An IT infrastructure that could be rapidly deployed in a new facility that was under construction and then be moved to a new location in the same facility once the data center space was finished — all while avoiding downtime and performance loss.

Results:

- Easily configured the SmartRow infrastructure to meet power and cooling requirements

  - Design plan was delivered in less than 24 hours

- Leveraged a room-neutral design to minimize potentially costly room upgrades

  - Deployed in just 45 days

  - Implemented in a temporary location

- Gained integrated fire suppression, which makes the SmartRow infrastructure safe and economical

- Serves as a high-availability backup for cloud-based VoIP offerings

Qoncert, a Florida-based IT systems integrator, chose the SmartRow infrastructure to address its need for a rapidly deployable infrastructure that could be easily relocated. The SmartRow infrastructure also provides efficiency, availability and capacity to ensure network performance, reliability and cost-effectiveness.

The Situation

Qoncert was growing fast. Lou Rossi, founding member and CEO, was preparing to quickly relocate the company's headquarters to a new custom built-out site to accommodate growth and avoid paying an increase in rent on its existing building.

With the outer shell of their new building already constructed, they decided to establish a temporary office. This would allow the company to continue day-to-day operations while construction moved forward on the rest of the building. The more complicated issue that Rossi faced, though, involved the implementation of a data center in the new office. The new Qoncert headquarters was little more than a large, empty building at the time, so the company would have to install a temporary data center and then move the equipment once the permanent data center was in place. The IT solutions and infrastructure that Qoncert employed would need to have complete power and cooling and be easy to move.

Facing these unique circumstances, Rossi and his team knew that an integrated and mobile solution would be necessary. However, they could not afford sacrifices in efficiency, availability or capacity.

Qoncert contacted a reliable partner to help: a local representative from Vertiv™.

The Solution

Qoncert has been leveraging Vertiv service, support and equipment as a reseller since 2003. Through this partnership, Qoncert provides its clients with industry-best IT infrastructure solutions. *"Some companies don't have the local presence and expertise Vertiv does,"* says Rossi, *"and to make an installation go smoothly, you need that."*

Qoncert and Vertiv collaborated to find a solution that would expedite the data center relocation process in a cost-effective manner. It was important not to sacrifice data center performance and flexibility, though; not only does the Qoncert team use the data center for their business operations, they use it to test and prove systems for clients. The one solution capable of fulfilling Qoncert business-critical needs was the Vertiv SmartRow offering.

The SmartRow infrastructure, part of the family of Smart Solutions, provides precision cooling, highly reliable UPS and power distribution, infrastructure management and fire suppression integrated in a single row of racks. The design that Qoncert employs allows the infrastructure to be easily placed in any location and perform efficiently at peak capacity. *"Speed and mobility,"* says Rossi, *"made it an obvious choice."*

The easy configuration of the SmartRow infrastructure allowed Qoncert and Vertiv team to put together an implementation plan in less than 24 hours. The integrated approach of SmartRow infrastructure also sped up deployment, helping Qoncert set up shop in thenew facility sooner.

Qoncert benefits from the flexibility of the SmartRow™ infrastructure. Rossi and his team use their data center as a testing and staging center, so they are constantly reconfiguring IT equipment. Qoncert's SmartRow infrastructure houses a Cisco Catalyst 6500 Series Switch and Cisco Nexus 5000 Series Switch, along with other equipment and servers which are primarily used for business operations. Some of this equipment capacity and available rack space is also used for client and internal training. *"On our old racks,"* Rossi says, *"changing things out was a huge hassle. Now, we can constantly move things in and out. Snapping PDUs in and out, adjusting UPSs, everything. It's been a godsend."* This allows Qoncert to freely test and explore IT systems as well as validate customer solutions.

Qoncert also uses their SmartRow infrastructure and equipment as a back-up for its cloud-based VoIP services – something the company did not have the capacity for previously. With this redundancy in place, Qoncert can freely upgrade its cloud services equipment and also guarantee availability of VoIP services to clients.

By avoiding costly room infrastructure construction, Qoncert is able to gain the IT capabilities they require, while saving money and ensuring an economical move to the future data center. *"SmartRow infrastructure gives us the capacity we need,"* says Rossi, *"with the service, support and efficiency that makes it a sound investment."*

According to Rossi, the SmartRow solution provides Qoncert with several cost-cutting efficiencies. For example, the contained air flow makes cooling more efficient. Rossi previously used a Liebert Challenger 3000 precision cooling system in his old data center. The new SmartRow solution also uses a Challenger 3000 precision cooling system. However, the contained airflow management within the SmartRow infrastructure returns higher temperature air to the Liebert Challenger, allowing it to operate more efficiently. Plus, the precision cooling system is cooling fewer cubic feet within the enclosure, compared to cooling a room, thereby creating both energy and cost efficiency.

Savtira, a Qoncert customer, had similar needs for a rapidly deployable infrastructure solution to support its cloud-based e-commerce service. Based on the success experienced by Qoncert, Savtira also implemented a SmartRow infrastructure.

Deploying a SmartRow infrastructure also provides significant savings in fire suppression. Previously, Qoncert utilized overhead sprinklers, leaving its data center vulnerable to water damage. The SmartRow fire suppression system uses a chemical fire retardant that does not harm electronic equipment. And because the fire system is integrated, Qoncert avoided having to upgrade the room systems. On average, integrated fire suppression alone has saved SmartRow customers between $25,000 and $50,000.

One of the most crucial aspects of the project, says Rossi, was Vertiv™'s service and support. *"Vertiv has local representatives that are really able to help us understand our IT issues — and how we can solve them efficiently. You don't get that with the competitors,"* he says.

The Results

The SmartRow™ infrastructure solution was fully implemented in 45 days. The speedy implementation meant that network downtime was kept to a minimum. Qoncert operations were able to continue normally as they moved to the new building.

The mobile, modular design of the SmartRow infrastructure will pay dividends in the future. As Qoncert wraps up construction, the SmartRow infrastructure will be relocated to a permanent location. There will be no need for extra renovation: the infrastructure is simply packed up and redeployed.

Additionally, the SmartRow deployment will serve as a selling tool — the Qoncert team plans to use it as a demonstration unit for their clients. The experience that Qoncert had in working with Vertiv™ reaffirmed Qoncert's role as an Vertiv reseller. The company came away from the experience not only impressed with the SmartRow infrastructure, but with the service, support and advice it received along the way.

Rossi has even been able to translate his experience with the SmartRow infrastructure to one of Qoncert's clients. Savtira, a cloud-based commerce company, also needed a temporary data center that would service its efficiency, availability and capacity needs while still being mobile and easily redeployable.