THE CHALLENGE

Established in 2006, PeakColo continues its focus on the Infrastructure-as-a-Service (IaaS) slice of cloud computing pie, delivering a rich mix of public, private, hybrid, disaster recovery, and customized cloud-based solutions. Headquartered in the Denver metropolitan area, PeakColo is privately owned and funded, allowing for consistent expansion and deployment of solutions in accordance with the highest standards in the cloud computing arena. PeakColo specializes in high bandwidth and local access solutions which enable organizations to leverage a no-compromise, ready-to-go hardware- & software-based hosted cloud infrastructure with additional value-added services without having to resort to building out an in-house cloud infrastructure from scratch. Driven by an insatiable hunger for performance and storage capacity while further considering power, cooling and maintenance costs, cloud service providers like PeakColo have specific requirements that are constantly shaping the datacenter computing environment by engaging in exceptionally dense, power-efficient server architectures.

A list of PeakColo's services:

RedCloud Service – Hosted Private Cloud Solution

PeakColo's Hosted Private Cloud solution enables organizations to drive innovation and agility, while increasing application efficiency, enhancing security and meeting your critical governance requirements such as PCI, HIPAA, and SOX. The PeakColo RedCloud solution ultimately provides an evolutionary path to enterprise-class, hosted private cloud computing via our vCloud Director portal under a 100% SLA without the massive capital expenditure.

BlueCloud Service – Hosted Public Cloud Solution

PeakColo's Hosted Public Cloud solution enables organizations to manage virtual machines via our vCloud Director portal. Whether it is a mission critical set of applications or simple a website, PeakColo's BlueCloud solution will cost effectively scale to meet your needs.

WhiteCloud Service – White Label Infrastructure-as-a-Service

PeakColo's unique White Label Infrastructure-as-a-Service solution enables our clients to significantly grow their business and diversify their offerings by becoming a vCloud Services Provider with access to over 100 markets worldwide. Our financial models, strategic technology partnerships, carrier neutral datacenter locations and 100% SLA's make us the most attractive option in the market today for those looking to become a Cloud Services Provider without making the enormous upfront capital investment.

Hosting/Colocation

PeakColo understands that your business may possess legacy infrastructure that needs to live out its depreciation cycle or simply can't be virtualized. That's why we provide a landing pad for your existing infrastructure while concurrently enabling you to integrate that environment into your Hosted Private Cloud solution. It's the best of both worlds that allows for a self-paced migration into the cloud while maintaining your Hosted Private Cloud agility, efficiency, and security.

PeakColo offers 3 distinct cloud services, including their RedCloud Service, a hosted private cloud solution, BlueCloud Service, a hosted public cloud solution, and WhiteCloud Service, a white label infrastructure-as-a-service offering. In addition, they offer a pure hosting/collocation service which acts as a seamless landing pad for a customer's existing infrastructure while concurrently enabling integration into a hosted private cloud solution. With a robust set of cloud-enabled products and services, PeakColo naturally sought a cloud-optimized solution based on requirements for high density and high performance, and a computing solutions provider capable of rapidly building, testing and deploying the servers installed with their custom image with zero tolerance for DoAs.

THE PROBLEM

The pressure is on businesses to change from CapEx-based architectures to OpEx-based IT-as-a–service, which requires significant changes and expertise outside core business competencies. To answer these business demands, PeakColo required a "bulletproof" server infrastructure that could deliver secure and robust cloud services to its clients and concurrently accommodate their own explosive growth and ever-increasing client demands within a secure, high-performance environment. In order to create the ideal environment for production IaaS, PeakColo required a high-density, high-performance solution capable of delivering faster services with maximum flexibility and scalability through a new, future-proof infrastructure to appease the ever changing requirements of their customers, from web servers and Tier0 Oracle databases to fully hosted cloud solutions with 100% SLA. It had become apparent to PeakColo that their existing Tier1 solutions provider would be unable to match the server density and services which they needed to scale their business, but which AMAX could provide as an inherent core competency in the datacenter space—from datacenter infrastructure or server design capabilities, ISO:9001 manufacturing focused on the highest quality control, rapid turnaround and a full menu of logistical and support services.

THE SOLUTION

From new product introduction and architecture design to full-volume ISO:9001 manufacturing, integration, and assembly of the systems, PeakColo's team consulted with AMAX to ensure only the best cloud-based IaaS solutions would be brought to market. AMAX's Enterprise Data Center Server Solution configurations are tailored to each customer's specific needs, determined by AMAX's expert server design team, as project-based integrated solutions. Working closely with PeakColo to understand their needs, AMAX's infrastructure design engineers analyzed PeakColo's business model and requirements, proposing two unique server designs to PeakColo which presented an optimized and improved solution to their growing IaaS business. AMAX's dense server designs incorporated features such as shared redundant power supplies across multiple nodes, while also allowing for the delivery of discrete services such as directly accessing network cards and server management across multiple nodes. AMAX understood that these solutions would be the backbone support for PeakColo's IaaS compute platforms, with a major goal to reduce expenses while delivering ideal return on investment (ROI), and creating a more powerful, agile cloud environment. AMAX engineers developed two vastly different custom configurations for PeakColo, each with a distinct usage model, including a 2U quad-node dual processor solution used for scaling up for their largest and most demanding workloads from white label virtual environments, and a 3U eight-node uni-processor solution which acts as a cost-effective entry point to the private cloud and allows white labels or resellers of PeakColo's services, to build a robust public cloud service with the perfect ratio of CPU cores to RAM and storage density needed to deliver an economical cloud environment.

> *PeakColo is pleased with AMAX's proactive service, support and superior customization; all of which adds up to a considerable value.*
>
> Luke Norris, CEO & Founder, PeakColo

"Compared to our previous Tier1-built standardized solutions, AMAX offered purpose-built, custom tailored solutions with increased density. They are roughly 80% faster while utilizing significantly less power which allows us to scale to meet the increased demands of our customers and respond to support issues quicker with more predictably," said Luke Norris, CEO & Founder of PeakColo. AMAX's strength lies in its flexibility in designing custom configurations paired with high-yield ISO:9001 server manufacturing, ensuring no dead-on-arrival machines and enabling PeakColo to deliver reliable IaaS cloud services to their customers with 100% service-level agreement (SLA). AMAX's ability to design and build PeakColo solutions with greater density and flexibility than traditional blade servers, offered by popular Tier1 vendors, ultimately lead PeakColo's to select AMAX as their primary solution provider. "PeakColo is pleased with AMAX's proactive service, support, and superior customization; all of which adds up to a considerable value," added Norris.

AMAX's expertise continues to be in providing the highest quality, most cost-effective, production-ready open-architecture server solutions the industry has to offer. Since June 2012, AMAX has deployed well over 100 of its latest Intel® Xeon® E5-2600 series, high-density, high-performance ServMax™ nodes to PeakColo's datacenters that efficiently power their Infrastructure-as-a-Service cloud offering, with plans for additional expansion with ServMax™ nodes. With PeakColo's enterprise-class, high-bandwidth cloud solutions being delivered out of three Denver, CO, one Seattle, WA and one U.K. datacenter location, that number is expected to more than double by the end of 2013. The infrastructure support provided to PeakColo using AMAX's ServMax line is just one of many examples of how AMAX is able to optimize customer- or project-specific cloud solutions as the backbone support for IaaS compute platforms.