

## Success Story: Hivelocity Hosting

Market Served  
Data Center



# Hivelocity revs up data center presence to meet local demand

**Location:**  
Tampa, Fla.

**Segment:**  
Colocation

**Solution:**  
Power Xpert 9395 UPS, Energy Saver System, Paramount Enclosures

**Problem:**  
As Hivelocity built out a new data center, the growing company sought a power protection solution offering exceptional reliability, high efficiency and scalability.

**Results:**  
By deploying a comprehensive Eaton solution, the colo provider has been able to leverage numerous benefits—including efficiency, space savings and expandability—all the while enjoying the peace of mind of unparalleled availability.

*"What stuck out the most to us about the Eaton units were the power-saving gains . . . Those are savings we can pass straight through to our customers in a very competitive marketplace."*

*Rick Nicholas, vice president of colocation and managed services*

### Background

Founded in 2002 with a goal of simplifying hosting services, Hivelocity Hosting got its start in a basement with a single rack of servers. From those humble beginnings, the company has grown to its present status: operating three data centers that provide dedicated servers, colocation and cloud hosting solutions to thousands of businesses in more than 130 countries. As part of its goal of helping customers succeed, the privately held company is committed to deploying only solutions offering the highest level of reliability, which allows clients to focus on running their business without having to think twice about IT services.

### Challenge

As Hivelocity's customer base expanded over the years, the company found itself bursting at the seams of its Tampa data center. "Between our dedicated server and colocation customers, we were out of space," explains Rick Nicholas, Vice President of Colocation and Managed Services. Driven by a desire to serve its hometown market, Hivelocity opted to completely retrofit a second facility within the city. "We really wanted to meet the IT needs of our local community," Nicholas explains.

The colocation provider recently accomplished just that, unveiling 30,000 square feet of brand new data center space in Tampa, with the ability to expand the facility an additional 60,000 square feet. In order to achieve key objectives including exceptional reliability, high efficiency and scalability within the new space, Hivelocity opted to work with a trusted data center partner: Eaton.



Eaton Power Xpert 9395 UPS

# EATON

Powering Business Worldwide

## Solution

To meet the availability requirements of the more than 2,000 customers who were already in place when Hivelocity opened the doors to its new facility, as well as address future expansion, the company chose to invest in a pair of Eaton Power Xpert™ 9395 uninterruptible power supplies (UPSs), equipped with Energy Saver System (ESS) and Variable Module Management System (VMMS) technology.

Operating in an N+1 configuration, the UPSs deliver an unprecedented combination of power performance, reliability and efficiency, which made the model a clear choice for Hivelocity.

"We chose the 9395 UPSs over four competitor brands," Nicholas reveals. "What stuck out the most to us about the Eaton units were the power-saving gains from using ESS and VMMS. Those are savings we can pass straight through to our customers in a very competitive marketplace."

Indeed, the 9395s are manufactured to achieve more real power while lowering cooling costs, which will allow Hivelocity to save thousands of dollars per year in utility costs. ESS enables the UPSs to attain an industry-leading efficiency level of greater than 99 percent, making it the only technology on the market capable of yielding such results. Using ESS, the 9395 intelligently adapts to utility power conditions while supplying clean power to the connected equipment. Even more, because UPSs using ESS maintain 99 percent efficiency even when lightly loaded, the technology can bolster efficiency by up to 15 percentage points over traditional models in the typical operating range. In fact, the energy savings from Eaton's ESS typically recovers 100 percent of the cost of the UPS cost over just a three- to five-year time period.

Further efficiency gains are being achieved from Eaton's VMMS technology, which optimizes overall system efficiency even at low load levels. With VMMS, the UPS system sets redundant power modules to ready state, enabling the remaining power modules to drive the load with higher efficiency. When the load increases again and more power modules are needed, the system immediately shifts the load to additional modules. VMMS adapts both to a single UPS consisting of multiple power modules and to larger, multiple UPS parallel systems.

"Efficiency is money for us," Nicholas emphasizes. "It allows us to be more competitive for our customers, as well as to fit more equipment within the existing footprint. And by leveraging the efficiency of the units, we create even more density since we don't have generators and cooling taking up space."

Indeed, as a colocation provider, Hivelocity is extremely conscious about making the most of every square foot. That made the 9395 with a small footprint up to 60 percent less than competitive units—even more attractive to the company. Furthermore, the UPSs not only occupy minimal real estate in the data center, they also have the capability to easily expand as power needs increase simply by adding modules in building-block increments. "Because our customer base is constantly on the rise, this was yet another key feature for us," notes Nicholas.

Without question, the units' supreme reliability also made the 9395 a standout. "Between the modularity and inherent redundancy of the UPSs, and the ability to parallel multiple units, we knew we would end up with the optimal solution," Nicholas says, adding that company decision-makers were extremely impressed after watching one of Eaton's 9395 product video. "We saw a unit take a ground fault at

full load like a champ, without dropping the load," he reveals. "It was impressive, to say the least."

Hivelocity also gives kudos to the 9395's 10-inch color touchscreen display, which delivers robust manageability and superior control. "We can really do quite a bit right from the front panel," Nicholas confirms.

In addition to deploying the Eaton power protection solution, Hivelocity chose the company's Paramount Enclosure System to outfit its new data center. Available in a variety of heights, depths and widths, Eaton's Paramount Enclosures offer a scalable and modular approach to enhance customers' overall investment by employing a building-block design that ensures quick reconfigurations while minimizing downtime. Furthermore, the Paramount provides an extensive range of accessories to meet the varied needs of IT environments.

Noting that the enclosure system is extremely well built and easy to work in, Nicholas says Hivelocity also appreciates the value and flexibility afforded by the Paramount solution. The company, which initially deployed 80 enclosures, envisions approximately 500 Paramount cabinets when its data center is fully built out. "As we grow, we will continue to add them," Nicholas reports.

For Hivelocity, the exceptional performance and reliability of the Eaton products was further enhanced by its partnership with Eaton to facilitate the solution. "When we started planning this facility, we knew we needed a power quality system with maximum performance, reliability and ROI," Nicholas says. "Avoiding downtime is critical, and the ability to scale up or down on demand is crucial. Eaton delivered flexible, modular

solutions with state-of-the-art power reliability, efficiency and control to help us meet our tenants' needs and maximize our ROI. We also benefitted from faster time to market and deployment, and the ability to procure a comprehensive solution from a single source.

"Having Eaton as a partner is great for a growing colocation company," Nicholas emphasizes. "The organization not only serves us so well as a data center provider, but is also the choice of many of our customers. Because Eaton is a common vendor for us and our enterprise customers, there is a cohesion between the product lines, which adds another layer of comfort."

## Results

Hivelocity has been so impressed with the Eaton 9395 units that the company has already provisioned to add four more. With the UPSs and the Paramount enclosures in place, the colocation company was able to open the doors to its new data center with complete confidence. Thanks to Eaton, Hivelocity is able to:

- Ensure the highest level of reliability within its new data center
- Significantly slash utility costs, thanks to the efficiency gains from ESS and VMMS
- Preserve valuable space with the 9395's compact footprint
- Deploy high quality, well-built, easy-to-access enclosures
- Enjoy access to a comprehensive product line from a single source

Learn more at [Eaton.com/9395](http://Eaton.com/9395)

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