CASE STUDY:

Community Coffee®

COFFEE COMPANY BREWS EXPANSION WITH VENYU COLOCATION SERVICES

THE CUSTOMER: As a manufacturer and distributor of branded coffee throughout the U.S., Community® Coffee Company is the largest family-owned and operated retail coffee brand in America. The company has built a strong following for its unique coffee beans, imported from all over the world and distributed through retail, restaurants, office sales and online.

A Venyu customer since 2000, Community Coffee relies on its corporate website, real-time communication with customers, a mobile sales force for revenue generation and a high-performing IT infrastructure for success. In 2012, the coffee company began to review its data center strategy to ensure it would support current and anticipated expansion.

"We were becoming too large to continue investing in our own data center," said David Fahr, Director of Technology, Community Coffee Company.

THE CHALLENGE:

As with many rapidly growing companies, Community Coffee found itself outgrowing its current data center, which resulted in the need to upgrade both power and HVAC unit capabilities. In addition, the company needed reliability and redundancy for its networking applications, as well as a solid business continuity plan to insure 24x7 operations. Colocation of its data center became an attractive solution.

For Fahr, the decision for outsourcing the company's data center was based on the need to re-focus internal staff on more strategic business initiatives while relieving the burden of daily operations associated with supporting our infrastructure.

"We analyzed both long-term options of upgrading our existing data center vs moving to a colocation facility. Our main driver for colocation was resource allocation and the ability to refocus our IT operations staff. We needed the IT team to focus on supporting systems necessary for our company growth, over making sure the HVAC did not go out and the generators were working as expected," Fahr said.

THE SOLUTION:

Having already been familiar with Venyu's world-class data center service and support, the decision to co-locate servers and applications was an easy one. In 2012, the decision was made to move their entire data center operations into Venyu's Baton Rouge, Louisiana, location.

Fahr cited scalability and reliability of applications as the number one and number two decision drivers respectively, for the colocation services.

Case Study: VENYU and Community® Coffee

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— **David Fahr, Director of Technology, Community Coffee Company**

After applications were successfully moved off site, the company turned its attention to improving its business continuity and disaster recovery strategy. Seeking to reaffirm their Venyu decision, Community Coffee reviewed several other competitive data center providers. After detailed analysis, it was Venyu's financial stability and ability to allow Community Coffee to leverage their existing relationship and backbone services that made Venyu the clear choice once again.

Community Coffee selected Venyu's Bossier City, Louisiana, data center for their disaster recovery services and conducts two system tests per year to ensure operational integrity.

With the company's IT staff freed up for more strategic business decisions, new systems were soon implemented to further Community Coffee's rapid growth.

"We took the time we would typically spend on managing our power needs, UPS and redundant systems and refocused it on more strategic IT initiatives such as rolling out a new Unified Communications system," Fahr added.

THE BENEFITS:

Moving forward, Fahr plans to leverage Venyu's multiple data centers for interconnectivity and to further mitigate the risk of downtime.

"Venyu has enabled our IT staff to focus more time on supporting the business and not the routine tasks of keeping the lights on. It's important for us to have a successful company that is nearby and will continue to support our needs as we grow," Fahr concluded.

Venyu is a premier provider of data center, managed hosting, cloud, virtualization and data protection solutions. By leveraging Venyu's portfolio of innovative, ROI-focused solutions, including VenyuCloud and RestartIT, within secure, highly available data centers, organizations can reduce IT costs while increasing security and scalability.

For more information about Venyu and its industry-leading offerings, please visit **www.venyu.com**

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