

## CASE STUDY

# US Signal scales IT infrastructure and services to help clients achieve digital transformation and hybrid solutions

US Signal enjoys a unique competitive advantage in the IT solutions marketplace. The company focuses on comprehensive solutions for midmarket businesses, which represent more than a third of U.S. employment and 40% of the GDP. The company's data center services include connectivity, cloud hosting, colocation, data protection, security, and disaster recovery — all powered by US Signal's wholly-owned and operated robust fiber network. US Signal helps customers modernize their legacy systems by migrating legacy workloads to multi-tenant or private cloud infrastructure, allowing customers to consume resources as they need them and get out of the lift-and-shift buying cycle. The company owns and operates eight Midwest data centers and its own 14,000-mile fiber backbone. US Signal takes a white-glove approach to IT transformation that elevates performance with solutions that minimize downtime, and maximize latency and security.

“The partnership with Infinidat provides us with the performance, support, scalability, and economics we need to focus on the IT solutions that enable clients to expand their resources quickly, with excellent performance that allows them to compete more effectively.”



**Amanda Regnerus**  
EVP, Marketing &  
Product Development  
US Signal



## ENTERPRISE-GRADE IT SOLUTIONS THAT ENABLE CLIENTS TO FOCUS ON THEIR KEY DIFFERENTIATORS

US Signal hosts mission-critical applications and stores data that is critical to clients' businesses 24 x 7. The company functions as an extension of its clients' IT teams, providing managed solutions and professional services that enable businesses to compete more effectively in today's always-on economy.

Amanda Regnerus, US Signal's executive vice president (EVP) for marketing and product development, has seen a fundamental shift in the way that midmarket companies consume IT solutions. “Our clients don't want to operate and manage their own data centers. However, they understand that IT infrastructure is critical for achieving digital transformation. We enable clients to focus limited IT resources on analytics, customer experience, automation, and user design — the variables that drive competitive advantage.”

US Signal provides a robust and comprehensive set of solutions that help clients migrate legacy infrastructure to the cloud, and replicate, back up, and secure their data. In addition, the company partners with businesses to implement the business continuity, disaster recovery, and end-to-end security strategies they need to ensure uptime, availability, and resiliency.

In a recent survey conducted by US Signal, **75% of midmarket business leaders** reported that DDoS and ransomware attacks were among their biggest concerns.

#### **BUILDING NEW INFRASTRUCTURE TO MEET GROWING MARKET DEMAND**

US Signal currently operates eight data centers in Michigan, Illinois, Indiana, and Wisconsin. To meet growing market demand, the company is building a new, wholly-owned and operated data center in the Detroit area that will come online in March 2020. In addition, US Signal is expanding its cloud infrastructure in three data centers, providing clients with an enterprise-grade, cost-effective, secure cloud service in the Central United States.

#### **EXPANDING SERVICES TO ADDRESS WIDESPREAD SECURITY CONCERNS**

Recently, US Signal conducted a survey of Midwest business leaders to identify top-level business and technology concerns. Three out of four respondents reported that their biggest concerns were either distributed denial of service (DDoS) or ransomware attacks. According to Marc Creviere, US Signal's principal systems engineer, "Midmarket companies are underserved when it comes to keeping their data safe and their business up and running after an incident. We provide comprehensive solutions that are implemented in close partnership with client IT teams. As a result, Managed Security and Disaster-Recovery-as-a-Service have become our fastest-growing solutions."

#### **THE US SIGNAL-INFINIDAT PARTNERSHIP**

US Signal began its partnership with Infinidat in 2015 with the purchase of their first InfiniBox® with a Capacity-on-Demand consumption model. Today, US Signal's data storage infrastructure has grown to a dozen InfiniBoxes, with arrays on order for the new Detroit data center. Regnerus believes that a shared "customer-first" mindset is central to this successful relationship. "From innovative consumption models that enable us to always have the capacity we need to meet clients' needs to resolving technical issues often before we're even aware of them, Infinidat helps our entire team sleep better at night." Here's how Creviere sums up the relationship: "Infinidat is a key strategic partner helping us grow and scale our business. They represent the standard by which we now judge all other vendors. Their performance, availability, and proactive support are a vital part of our success."

**To learn more about how Infinidat can help your organization scale to win, visit [Infinidat.com](https://www.infinidat.com).**



"Infinidat is a key strategic partner helping us grow and scale our business. They represent the standard by which we now judge all other vendors. Their performance, availability, and proactive support are a vital part of our success."

**Marc Creviere**  
Principal Systems Engineer  
US Signal