

# CARRY TELECOM



**Location**

Canada

**Industry**

IT Services

**Website**

[www.carrytel.ca](http://www.carrytel.ca)

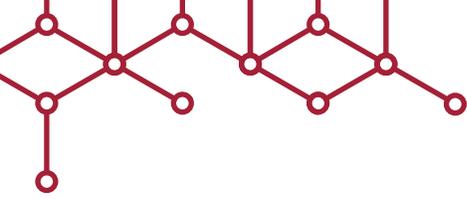
**Solution**

Colocation

## COMPANY OVERVIEW

Recognized for fast internet speed that never slows down, independent ISP Carry Telecom provides high quality telecommunications services and support to customers across Canada. The firm is backed by interconnections with Bell Canada, Rogers Communications, Videotron and Aptum and is supported by a nationwide network of resellers, distributors, suppliers and business partners.

The company's four data centers are among the safest and most modern in Canada, providing 100Gbps bandwidth to ensure Carry Telecom customers always have fast and reliable internet access. The company also operates one of the largest and most technologically-advanced fiber to the neighborhood (FTTN) and cable internet services in Canada, supporting a customer base that includes individual customers, small and medium-sized businesses, and enterprise clients.



## BUSINESS CHALLENGE

### Managing rapid business growth while maintaining low cost and quality of service

Founded in 2015 to initially serve Ontario's 13.6 million residents, Carry Telecom's customer base has quadrupled over the last three years from a few hundred customers in 2016 to tens of thousands of customers in 2018. Customers are attracted to the firm's low-cost offerings, which include unlimited data for all plans, allowing users the flexibility to download and surf the web more, when they want and for how long they want, without any additional usage charge.

"Our affordability is what makes Carry Telecom unique and attractive to customers," says Frank Wang, operations manager for Carry Telecom. "We perform a detailed cost-study analysis that accounts for every dollar, every cent. It allows us to be very competitive with other third-party ISPs and turn our cost savings back to customers."

Carry Telecom's technology infrastructure challenges were three-fold:

1. Managing rapid business growth;
2. Maintain high quality of service to customers;
3. Continue to deliver the most affordable solution on the market

In the early days of the business, all the equipment needed to support Carry Telecom's (then) small customer base was housed in the office and at a small nearby data center. However, that solution quickly became unstable. "Back then, if something went wrong, we'd run over to the nearby data center," says Alex Huang, Technical Support Manager for Carry Telecom. "But then, one day, a server went down, and it took a couple of days for us to bring it back online. We realized at that point we could not suffer a major impact like that again to our business. We needed to be in a better position to meet continually rising customer demand."

In assessing the needs of the business now and into the future, it was determined colocation was the very best option. "We needed scalability and flexibility to grow our young ISP. Of course, we could run equipment on premise, but it would not be nearly as cost efficient and definitely not as scalable as working with a colocation partner," explains Frank. "We also need to be able to weather the ups and downs of business. If our customer base grows, we need to quickly match and serve that growth. But if it were to drop, well, then any equipment investment would move from being an asset to a liability."

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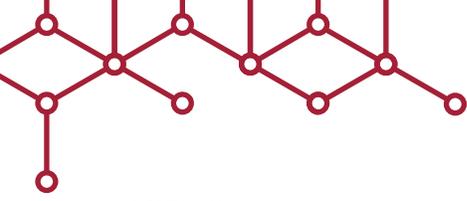
## COLOCATION

Your technology, supercharged.

Install your hardware in our global data centers. Reap the benefits of fast, reliable bandwidth and power.

Maintain your hardware and software from your offices, or contract our experienced Network Operations Center personnel to do so.





## SOLUTION

### A quality partner that cares about its customers and their success

In seeking the best colocation service provider, Carry Telecom's technical team sought out a reputable partner that could offer security, competitive pricing and excellent technical assistance. "We looked at five or six providers. But many did not meet our criteria," explains Alex. "The smaller firms were not staffed properly or had dated or insufficient equipment. The bigger providers simply didn't care about a small transportation provider. We wanted a partner that not only offers great equipment and services, but that actually cares about its customers and their success."

In the fall of 2016 Carry Telecom was introduced to Aptum. "From our first meeting, the Aptum team was very helpful, very enthusiastic and very informed about technical systems," says Alex. "It was an extra bonus that the business is located in Canada." As part of his evaluation process, Alex conducted a site visit to Aptum data center in Toronto. "I found that the data center was very well built, very well maintained with the highest standard of security. Of all the data centers I've been to, Aptum's offered the best in terms of environment, security and general facilities. We knew that partnering with Aptum would allow us to confidently communicate to customers that our data centers are among the safest and most modern in Canada."

## BUSINESS BENEFITS

### One of the best colocation services on the market today and a vendor you can count on

Carry Telecom went live with Aptum's colocation service in May 2017, initially occupying one cabinet and one 10G circuit. However, in just a single year, that footprint has grown to six 10G circuits.

## WHY NOT PUT APTUM TO WORK FOR YOU?

info@aptum.com  
www.aptum.com

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Carry Telecom

Anticipating continued growth, Carry Telecom's team is now actively strategizing with Aptum's engineering and network design team about upgrading to a 150G circuit. It is also considering a future expansion to a second Aptum data center. Says Alex, "Throughout this growth phase, Aptum's team has been right at our side. They've amazingly been able to do in weeks what other providers would take months to do. Never once have they been a bottleneck or hampered our ability to grow."

"As an internet service provider, it is really about reliability. Our customers don't care where our data center is located. They just want to know they have internet service they can count on," says Frank. "Aptum is one of the best colocation services on the market today."

"Nothing is ever 100% error free," admits Alex. "But what matters is what the provider does when something does go wrong. We can't be in a position where we can't give our customers answers." He relates a story of a recent experience. "A few months back we had a partial outage. Aptum's team fixed it as soon as they could, kept communicating throughout and when they were back up and running provided us with a full reporting on what happened and how it was fixed. It gave me great peace of mind that they will be there for us and when and if we have a problem it will be fixed. That is a responsible vendor and one you can count on."