

## Multi-System Operator Company (MSOC)

The MSOC is a fiber-to-the-premises service in the United States, providing broadband Internet and cable television to an increasing number of cities. The MSOC offers high-speed Internet services and television services.

## Requirements



100% uptime



Reliable power and cooling



Lower cost of operations



Data privacy and security



Close proximity to MSOC's office



### Challenge

A Multi-System Operator Company (MSOC) announced that it was expanding its fiber aggregation services to Nashville, Tenn. in January 2015. The new Internet and TV provider needed a data center partner in Nashville to house its fiber aggregation point of presence (POP).

The solution would need to meet the MSOC's stringent technical requirements for redundancy, reliability and security. The provider would need to allow the MSOC to bring in its own fiber via diverse entrances and place its antennas on the roof. Most importantly, the MSOC needed the flexibility to scale over time cost-effectively with a usage-based pricing structure.



### Solution

In early 2014, MSOC asked 365 Data Centers to participate in an RFI. The company needed to determine the "short list" of colocation providers that would be considered to deploy fiber aggregation POPs in Nashville. 365 was selected as a finalist in January 2015.

The MSOC required an initial deployment of a private cage housing multiple cabinets and up to 125kW of power to support its forecasted growth. Additionally, the MSOC wanted a Right of First Refusal (ROFR) for an additional 125kW of power and the adjacent space to support it. The MSOC's network team did a detailed site survey of our facility in Nashville. They required N+1 on the power, diverse fiber entrances and access to multiple innerducts in diverse conduits, roof access, and detailed CAD drawings.

During a rigorous evaluation process, our Operations team worked diligently with the MSOC's engineering team. The MSOC also required that we use their MSA and provide metered power, a usage-based payment arrangement.



### Impact

Having passed a rigorous technical evaluation, 365 was selected by as a site for the MSOC's aggregation POP. Our legal and finance teams worked closely with MSOC's Procurement Director to address their requirements.

A key part of our winning solution was delivering metered power. To accommodate the request, 365 purchased dedicated PDUs and Schneider Electric PowerLogic 820MG power meters as part of our solution. We also worked closely with the property owner to gain the necessary roof access MSOC required. Our location in the heart of Nashville, flexibility and diligence in addressing MSOC's technical requirements were critical in meeting the customer's requirements.

***"Subscribers are consuming more and more online video and web content," said, Keao Caindec, Chief Commercial Officer, 365 Data Centers. "MSOs must expand and upgrade their networks to satisfy the seemingly insatiable demand for content."***