



SIMPLE
HELIX

ROCKET CITY USA TURNS TO SIMPLE HELIX FOR EXCEPTIONAL MANAGED IT SERVICES, POWERED BY JUNIPER NETWORKING

Summary

Company:
Simple Helix

Industry:
Web Services

Business Challenges:
Win highly skilled government, defense, and academic customers with innovative data center, network, and managed IT services

Technology Solution:

- MX960 Universal Routing Platform
- QFX5100 Switch
- EX4600 and EX3400 Ethernet Switches

Business Results:

- Offering a locally owned alternative for Tier 3 data center services in Huntsville, Ala
- Enabling defense, space, and academic research organizations to quickly add virtual servers and compute cycles as needed
- Delivering an innovative advantage by providing total control over data center facility and regional fiber ring

The city of Huntsville, Ala., is proud of its heritage as a southern tech giant. Home to the University of Alabama in Huntsville, Redstone Arsenal, and NASA's Marshall Space Flight Center, Huntsville is Alabama's second largest city and a southeastern hub for the technology elite.

Simple Helix, a leading data center and managed IT services provider for northern Alabama, fits right in with Huntsville's distinct identity as Rocket City USA.

"The solutions we offer provide our customers with flexible options to solve the unique challenges they face," says Tracy Collins, CEO at Simple Helix. "From space travel to national defense to cutting-edge biotechnology, the Huntsville community leads the charge in solving some of the most complex challenges on the planet. Since we're in an engineering, science-first town, we built our business with a highly technical and knowledgeable customer in mind."

Attention to details and investing in the best possible technology sets Simple Helix apart from its competitors. Customers from every type of industry recognize that the highly resilient data center design provides a unique environment for their businesses. Simple Helix's fully redundant, mirrored systems guard against downtime and business disruption.

"We selected best-in-class solutions throughout our Tier 3 data center facility," says Collins. "We chose Juniper to handle all our core switching and routing."

"We're primed for decades of healthy growth and Juniper is a great match to help us support the tech and business needs of our highly specialized customer base."

- Tracy Collins, CEO, Simple Helix

A Data Center Built for Growth

Founded in 2007, Simple Helix was an innovative pioneer in the Web hosting space. In 2016, Simple Helix expanded its business by building the region's first Tier 3 collocation data center. The company invested heavily in the best available technology to provide cloud services, managed IT services, collocation, and fiber connectivity. A 4.5-megawatt facility is the hub for Simple Helix's robust offerings, featuring two independent data halls, each with its own dedicated power and cooling equipment.

Simple Helix customers benefit from a resilient, high-throughput network powered by Juniper. Simple Helix's 88-mile fiber network in Huntsville, AL also uses Juniper routing. The data center directly connects with multiple upstream providers to ensure low latency and high throughput.

"Juniper lets us come to the market with service packages that no one else in our region offers, and it gives us a competitive advantage," says Cliff Fordham, data center manager at Simple Helix.

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Built-In Redundancy

Simple Helix chose Juniper for its data center routing and switching solutions. The Simple Helix team knew Juniper and had positive experiences with all the big—and little—things that make a difference.

"Juniper has always provided excellent support services," says Fordham.

The Simple Helix team appreciates the engineering simplicity of Juniper. "We like the operational hierarchy of Junos OS, and the ease of operations," says Fordham. "With Junos OS, working with one MX Series router, for example, isn't that different than working with a QFX Series switch. The similarity makes configuration and deployment much simpler."

The 10Gb/40GbE Juniper Networks® QFX5100 Switch serves as the spine of the data center network fabric, with the Juniper Networks EX4300 Ethernet Switch serving as leaf nodes. Deployed in a Virtual Chassis Fabric switching architecture, interconnected switches operate and are managed as a single device. The Juniper Networks MX960 Universal Routing Platform provides high-performance and scalable routing at the edge.

Simple Helix built in high levels of resiliency and redundancy everywhere. "Juniper was one of the few providers that had the reliability specifications that met our needs," says Scott McDaniel, vice president of technology at Simple Helix.

Empowering a Tech-Savvy Region

North Alabama represents a broad set of customer types, including government agencies, defense contractors, universities and colleges, tech companies, and virtually every other industry. Simple Helix solutions are a perfect fit for the fastest growing

region in the state, delivering high-compute clusters and massive storage capacity that allow customers to scale their businesses without investing significant capital.

"Customers love our business model. They can spin up a cloud server with petabytes of storage and pay only for the compute resources they use," says Collins.

Simple Helix offers customers three fiber entry paths into its facility and a multi-carrier backbone with built-in redundancy. Customers have the option to cross-connect directly to carrier peers.

"Our fiber ring makes us unique for our region," says Greg Clements, chief operating officer at Simple Helix. "Most data centers around here don't have their own highway with the assurance that everything from the cloud to the keyboard is on lockdown."

Simple Helix has established extremely high standards for physical security with 24/7 armed guards and additional layers of controlled access. To reach onsite equipment, visitors must pass through man traps, biometric iris scanners, card readers, and a secure turnstile.

"We take the stewardship of our customer's data very seriously and have designed robust security measures to protect it from both physical and cyber attacks," says Clements.

A Long-Term Future in Rocket City

As the high-tech data center makes a sweet home for itself in Huntsville, Simple Helix is looking toward future expansion. Simple Helix continues to invest in expanding all of its offerings to meet the needs of its growing customer base.

Alabama's fast-growing commerce center and dynamic tech hub is embracing Simple Helix's customer-first mission and fast growth strategy. "We're primed for decades of healthy growth and Juniper is a great match to help us support the tech and business needs of our highly specialized customer base," says Collins.

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- Scott McDaniel, vice president of technology, Simple Helix

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

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About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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