

CYRUSONE

CYRUSONE ADDS NEW BUSINESS,
IMPROVES CUSTOMER SATISFACTION,
AND REDUCES OVERHEAD WITH THE
HELP OF JANEIRO DIGITAL



WHO IS CYRUSONE?

CyrusOne offers data center solutions and colocation services for enterprise clients. Their global data storage centers allow customers to purchase the space and services needed for housing and maintenance of their server equipment. CyrusOne operates state-of-the-art facilities that feature power and cooling efficiencies, redundancy, connectivity, and more.

Over the course of three large-scale digital projects, Janeiro Digital has proven themselves as a valuable collaborator for CyrusOne. Their iterative Rapid Alignment cycles drove a deep understanding of CyrusOne's business objectives, feasible proposals for solutions to those needs, and accurate predictions of the costs and resources required. By coupling those learnings with their innovative Design and Development process, Janeiro Digital has answered some of CyrusOne's biggest challenges.

AT A GLANCE

CHALLENGE

CyrusOne faced a number of issues that needed to be addressed including wasted business opportunities, high-overhead customer service, and inefficient processes. They wanted to find a digital partner that could help them make a long-term impact on their business.

SOLUTION

Janeiro Digital helped CyrusOne develop a new line of business, improve their customer service practices, and clean up high-overhead invoicing procedures.

BENEFITS

Within eight months of deployment, a new Data Center Marketplace application had paid for itself.

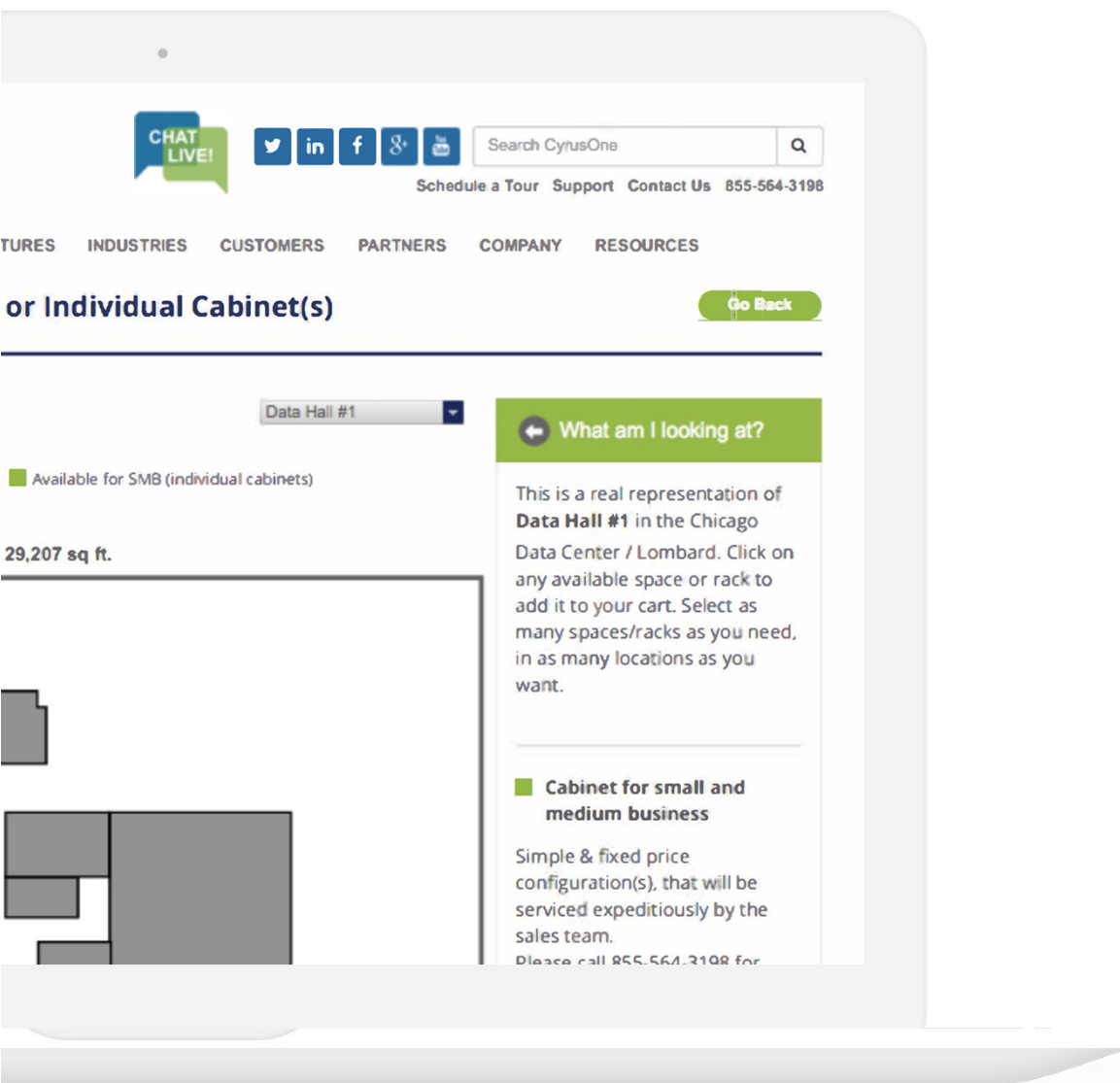
CyrusOne experienced 100% adoption across their client base for a new Customer Portal.

CyrusOne saw an 85% reduction in overhead for their Support operations as a result of Customer Portal.

CyrusOne is now able to bill all of their customers quickly in five minutes rather than five days with a new custom invoicing application.

CyrusOne has seen a 10X growth in their market since the first project with Janeiro Digital was deployed.





MAPPING A WINNING PARTNERSHIP

CHALLENGE

Within CyrusOne's data centers, enterprise clients purchase large blocks of space to house the equipment for their system and network architectures. Once they've claimed the areas that suit their needs, CyrusOne is left with irregular slivers of unused space in their floor plans. These "odd lots" are ready to make use of data center resources such as power, bandwidth, security, and maintenance services.

CyrusOne wanted to devise a way to make use of these unutilized areas as part of their business. Janeiro Digital understood the impact disruptive technology could have on CyrusOne's key business objectives. They set out to assess and articulate the challenges faced, clearly define the project goals, and deliver a digital solution that would meet the needs of CyrusOne.

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BENEFITS

Having an understanding of the available space and a way to offer it to customers, CyrusOne was able to take advantage of the wasted spaces in their data centers that was sitting dormant and turn them into profit. Within eight months of deployment, Express had paid for itself.

The project also created an opportunity for CyrusOne to develop a new pre-fabricated single-rack unit as part of their product offerings. This product could immediately fill odd lots in any configuration and expand CyrusOne's customer base. The hardware would allow customers who were interested in the newly exposed space to seamlessly equip their purchased lots with custom configurations.

Additionally, because the new application was self-serve, new smaller prospects could become CyrusOne customers without further burdening the Sales Team. This would free up CyrusOne resources to focus on the care of their enterprise-level clients.

NEW WAYS TO SERVE CUSTOMERS

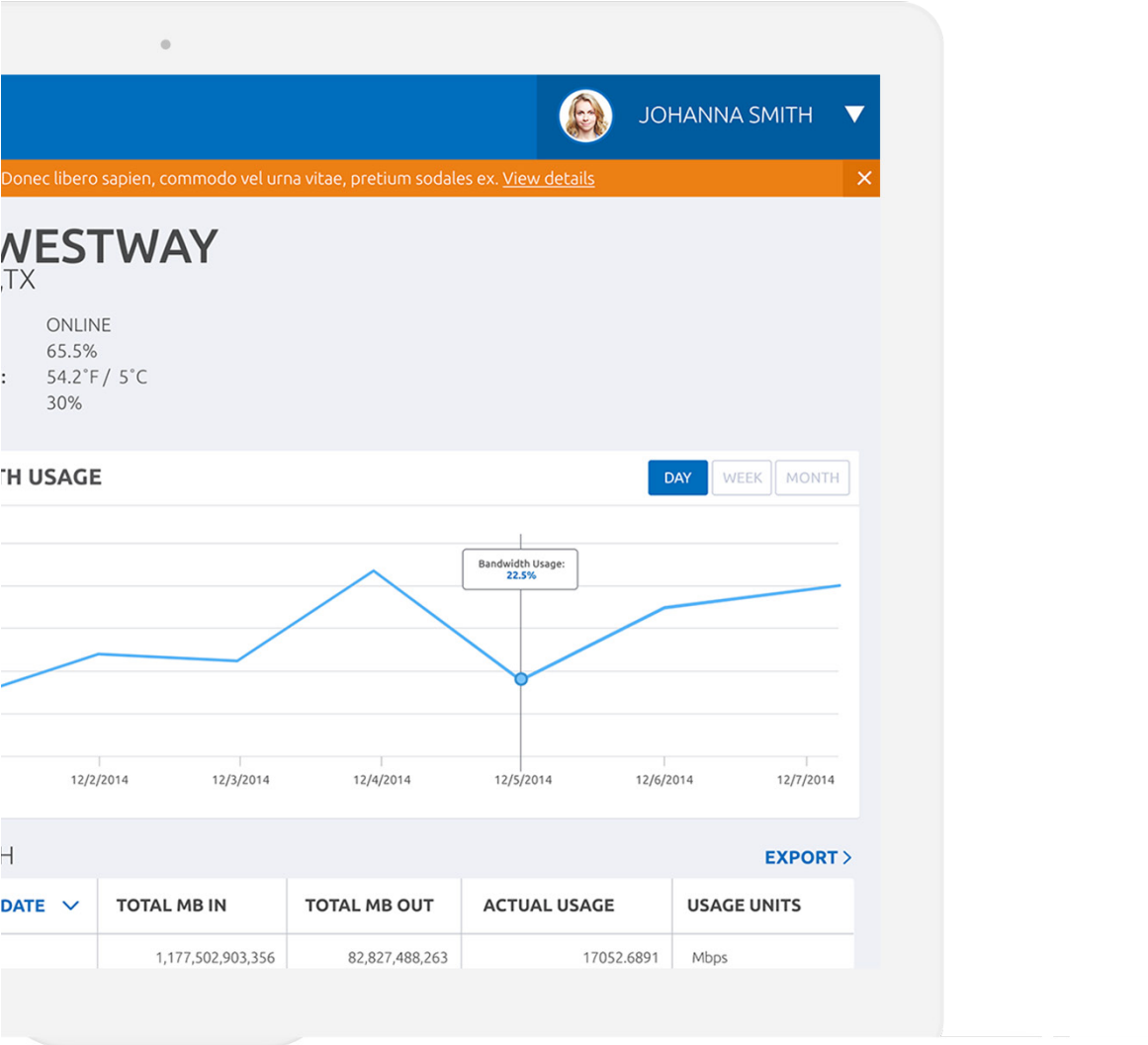
While becoming familiar with the business challenges faced by CyrusOne, Janeiro Digital saw a way to extend efforts to another area of the business that needed a hand: Customer Care. They felt comfortable that they could build on their knowledge and understanding to help both the Support team and their external customers.

CHALLENGE

CyrusOne already embraced a customer-first mindset for their offerings and had an amazing reputation in their industry. And yet, Janeiro Digital observed, they lacked a real way to connect with their customers — especially for simple interactions such as choosing services or self-monitoring setups.

As a result, CyrusOne’s Help Desk and support operations were constantly flooded with a wide range of support requests. Their legacy ticketing system strained to handle the load and manual phone and email follow-up made for slow service and high overhead. To manage the requests, CyrusOne was utilizing multiple support and customer relationship applications, such as ZenDesk and SalesForce. While these applications each had important roles to play in their operations, they didn’t tie together well or easily.

CyrusOne agreed that the bottleneck in customer support was a problem that could be addressed.



SOLUTION

Janeiro Digital designed and implemented the CyrusOne Portal, a secure, web-based, portal application for their customers that included self-service functionality.

This new customer portal would reduce the volume of tasks flowing through the Help Desk. Many of the tickets that the support team encountered each day were being handled manually but seemed to be candidates for automation. By alleviating the burden of those smaller and simpler tasks and allowing the team to focus their efforts, the need for additional staffing would also decrease.

For customers, the portal would give them a new way to monitor their data centers, obtain invoice information, adjust security permissions for their own staff, and order additional services as they need them, all in one place.

BENEFITS

CyrusOne Portal created a streamlined incoming support flow for CyrusOne that reduced response time, lowered overhead costs, and increased self-service sales opportunities. Within sixty days of the Portal launch, CyrusOne experienced 100% adoption across their client base.

The Portal has driven transformative operational change in the day-to-day of the Support Team and an 85% reduction in customer service overhead. By letting them focus on their important tasks, they're able to offer better customer service for those customers that require a high-touch relationship.

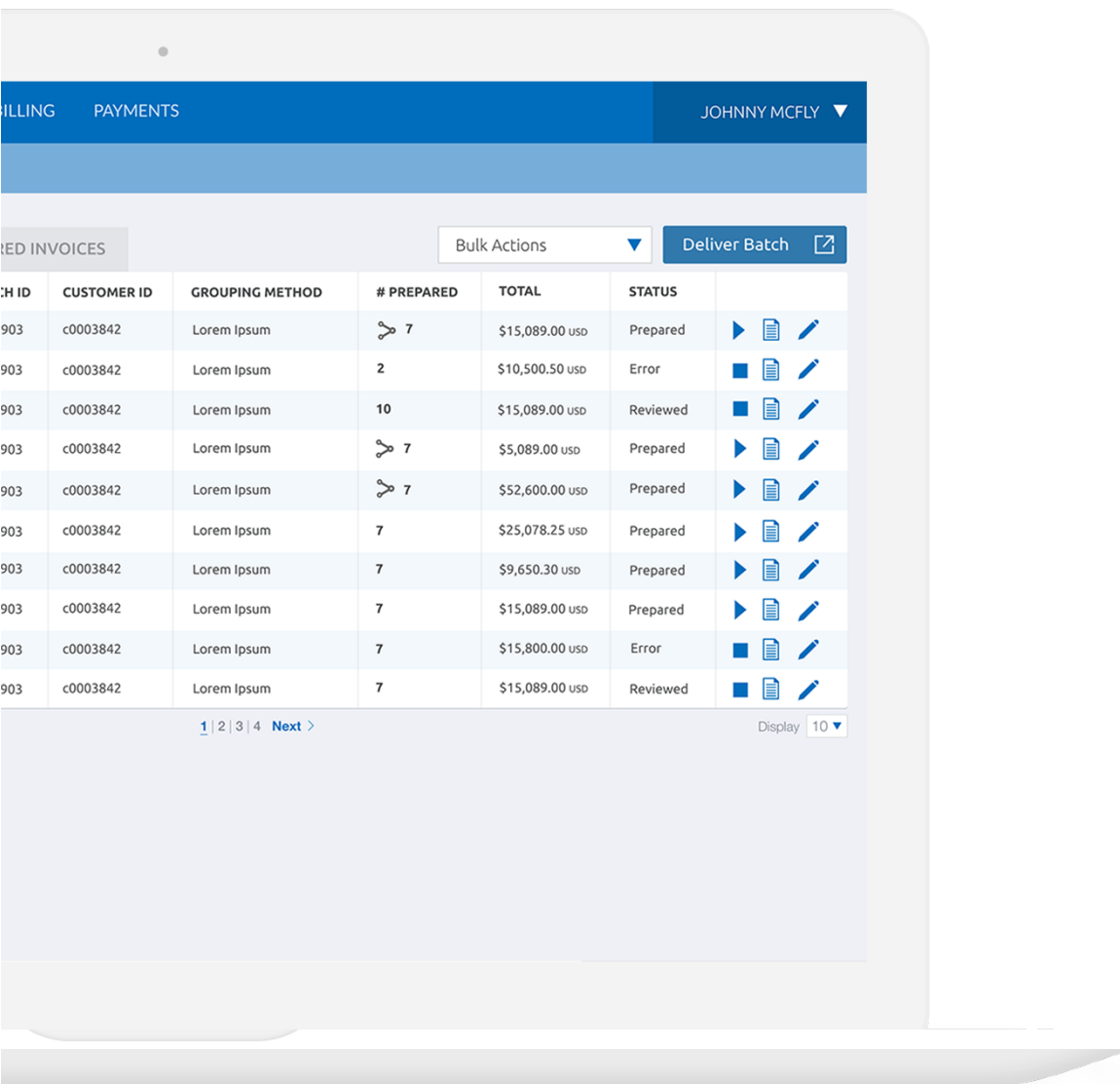
A CLEANER INVOICING SOLUTION

The success of the Express and Portal projects gave CyrusOne confidence in Janeiro Digital's ability to deliver and other divisions within the organization began to take notice. While the first phase of Design and Development for the Portal project was underway, a member of the CyrusOne finance team came to Janeiro Digital with a struggle of his own.

CHALLENGE

CyrusOne customers each have specific invoicing requirements that vary from one to the next and even from bill to bill. Since each account and sale is unique, the discounts, promotions, service usage, and other accommodations all influence a customer's specific invoicing.

CyrusOne was stuck in a complex process that relied on manually arranging and calculating the customizations and variables needed to prepare and deliver each month's billing. The complicated and time-consuming manual process often inadvertently introduced errors and omissions. They were doing their best with an outdated best-fit software solution but it had a high learning curve and slow onboarding and lacked much-needed features. As the business continued to grow, concerns about scalability and the need for additional resources arose.



SOLUTION

To improve the finance team's operational capabilities, Janeiro Digital designed and built the CyrusOne Custom Invoice application. The streamlined invoicing system is flexible enough to handle all of their customer invoicing needs. It's able to generate and deliver thousands of invoices in minutes and is scalable to handle additional company growth over time.

The new application can handle customers that prefer invoicing based on distinct purchase orders, those that may need only a single grouped invoice, or any configuration in between. It removes manual processes such as importing information, assigning customizations based on customer, creating invoices, and sending them out by email. Instead, the complexities of the process are rolled into one seamless automated workflow that accounts for the intricate variables of each sale.

BENEFITS

CyrusOne is now able to bill all of their customers quickly in five minutes rather than five days. The invoice platform gives the Finance Team the assurance that they are always billing for the right amount. It removes manual processes and automates the simpler tasks, cutting down on human error.

The customized invoice solution groups and delivers invoices to customers in a flexible workflow based on customer needs, which allows for invoice changes over time without heavy manual intervention. An intuitive user experience reduces the need for specialized knowledge and training in order to assist in the invoicing process.

SUCCESS, GROWTH, AND A VALUABLE ROADMAP

CyrusOne and Janeiro Digital have built a lasting relationship of trust, respect, and innovation in developing solutions that drive valuable business in a wide variety of areas. CyrusOne had leftover space that they didn't know how to handle, and now they have a Data Center Marketplace. They had no way of easily interacting with their customers and now the Portal is central to many of their operations. Their finance team was spending all of their time on spreadsheets, now they've got a system that does the heavy-lifting and let's them be more strategic.

CyrusOne has seen a 10X growth in their market since the original Express project was deployed. Along the way, Janeiro Digital's versatility and technical solutions have allowed CyrusOne to scale rapidly with confidence that their digital infrastructure will continue to match their pace.

Working effectively together, they're able to find faster ways to go to market with innovative solutions to gain competitive advantage. With each new project, CyrusOne and Janeiro Digital are able to capitalize on the past and ensure that today's successes will pave the way for the the solutions of tomorrow.



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Janeiro Digital has helped CyrusOne become more efficient as an organization and build new and better ways of serving our customers.

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Blake Hankins
CIO, CYRUSONE



ABOUT CYRUSONE

CyrusOne operates state-of-the-art data storage centers around the globe. They offer customized data center solutions tailored to the IT needs of their customers to help them lower short and long term capital and operating costs. This allows their customers to overcome current and future capacity constraints by responding to technological updates, meeting business growth, and complying with up-to-date industry regulations.

Learn more about CyrusOne at www.cyrusone.com.

ABOUT JANEIRO DIGITAL

Janeiro Digital is a Digital Business Consulting Services company committed to leveraging digital expertise to benefit their clients. Utilizing technology to enable and address key digital business objectives, Janeiro Digital doesn't just fix problems — they provide sustainable solutions that optimize their client's performance to better serve their customers.

Learn more at www.janeirodigital.com.



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