zayo

Case Study

SOLUTION

**ZCOLO
DARK FIBER**

CLIENT

SendGrid

INDUSTRY

**DIGITAL COMMUNICATION
PLATFORM**

Colocation and Fiber Support Startup's Rapid Growth

Zayo delivers colocation and connectivity services to support SendGrid's growing storage and processing needs

BUSINESS CHALLENGE

SendGrid is a digital communication platform specializing in email delivery and email marketing. Founded in 2009, this fast-growing Colorado startup developed an industry-disrupting, cloud-based email service to solve the challenges of reliable email delivery that many growing businesses were facing. Email is considered one of the most effective methods for businesses to reach their customers and prospective customers and according to a study by Data & Marketing Association (DMA), email marketing delivered a median ROI of 122% to businesses, four times higher than other marketing formats including social media, direct mail and paid search.

As more businesses drive their revenue targets based on email delivery, SendGrid has grown rapidly, building a customer base of 74,000 with key customers that include some of the world's biggest brands. SendGrid processes email messages in sub seconds and has achieved a high rate of reliability. The industry average for email delivery is 80% and SendGrid is delivering emails for their customers at 94%. Sending an average of 40 billion messages a month, SendGrid relies on Zayo, including zColo, as one of its key partners to enable the reliability and scalability they need.

SOLUTION

Nine years ago when the company formed, SendGrid managed its own data center. However, as the company grew, it experienced scalability problems and needed to find a provider it could trust. After trying a few different providers, SendGrid began working with zColo by Zayo for their colocation. Since both SendGrid and zColo are based in Colorado and share similar cultural values, it was a natural fit. "It's really important that all of our partners have that same mentality and so aligning our culture with the technical capabilities with the scalability that zColo provided us was really a no brainer in our selection," said Jamie Tischart, VP Technical Operations, SendGrid.

"One of the great things in working with Zayo is that they are not just a single solution provider. We are able to get dark fiber, other types of connectivity and data center solutions. Bundling of these aspects is critical to our overall success.**"**

JAMIE TISCHART
VICE PRESIDENT
OF TECHNICAL
OPERATIONS,
SENDGRID

EXECUTIVE SUMMARY

Customer Profile
A Denver, CO based customer communication platform providing transactional and marketing email services.

Objective
Partner with a provider to deliver colocation and connectivity services to support processing and storage of billions of emails on behalf of SendGrid's more than 74,000 customers.

Outcome
SendGrid has the capacity and services from a partner they can trust to support its continued success and growth.

"*We tried several different partners over time. What Zayo and zColo offered was a partner we could really trust.*"

JAMIE TISCHART
VICE PRESIDENT OF TECHNICAL
OPERATIONS, SENDGRID

RESULTS

zColo and Zayo have played a critical role in enabling SendGrid's growth with the scalability and capacity they need to support their customers. Over the past few years, Zayo has provided a holistic solution that encompasses colocation, connectivity and cloud. From zColo data centers delivering the flexibility and geographic redundancy to Zayo's expansive global fiber network providing critical connections, SendGrid has a responsive partner.

Since choosing zColo and working with Zayo, SendGrid has grown rapidly. Last year, the two companies worked together to expand SendGrid's presence in zColo's data centers, doubling its footprint and capacity. The additional capacity supported the company in 2017 when they had their first two billion message day. The combination of zColo's colocation solutions and Zayo's high-performance fiber connectivity is a key differentiator for SendGrid. "One of the great things in working with Zayo is that they are not just a single solution provider," Jamie said. "We are able to get dark fiber, other types of connectivity and data center solutions. Bundling of these aspects is really critical to our overall success."

BENEFITS

- A **trusted partner** with the mindset, technical capabilities and solutions to support rapid growth.
- A **single source** to reliably deliver a holistic solution to meet colocation, connectivity and cloud infrastructure needs.
- **Increased flexibility** to scale capacity in support of growing customer demands.
- **Zayo's expansive global fiber network** offers the geographic redundancy to meet disaster recovery requirements.

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