

# Rogers & Brown

Logistics: Outsourcing Data Center  
Helps Rogers & Brown Save Big



## RESULTS

Realized significant cost savings on equipment and infrastructure

Eased workload for IT staff, increasing company efficiencies

Completely redundant network between Rogers & Brown and Immedion

Improved response time

“To some of the bigger data center operations we would have just been another account number. They weren’t going to know our business or care about us the way Immedion has shown to. When I call Immedion, the staff knows us and exactly where our equipment is.” - Sherry Lawrence, Director of Information Services

“Immedion does an excellent job. It’s so rare to find a business that stands behind what they say and delivers exactly what they promise.”

## THE CLIENT

Rogers & Brown is a Charleston, South Carolina-based international logistics company that provides a full range of transportation services, from customhouse brokerage, international freight forwarding, and logistics to warehousing, and ocean and air transportation.

## CHALLENGE

Rogers & Brown saw an opportunity to save money and a considerable amount of time by moving their data center services off site. They had all of their information technology systems equipment in Charleston, SC with a small composite in their Greer, SC office. With the opportunity to invest in new server equipment, it made more sense to install everything off site and take advantage of multiple fiber and Internet providers in one location and multiple backup generators without having to invest in the upfront costs of multiple networks and a secure power infrastructure. By moving their new equipment into an off site location upon purchase, Rogers & Brown was able to avoid the hassle of moving their hardware.

## SOLUTION

Rogers & Brown interviewed several area providers and ultimately chose Immedion for managed data center services. From their perspective, Immedion offered all of the colocation and enterprise class systems as their competitors, but they provided something their competitors didn’t -- they showed a genuine interest in the future of Rogers & Brown and delivered on their promises. The company takes a lot of comfort in knowing their information is well cared for.

By partnering with Immedion, Rogers & Brown was able to take advantage of all of the benefits of a fully dedicated data center without the hassle of running their own and without the cost of having to build one. They split their network to have it completely redundant between themselves and Immedion.

## RESULTS

“We saved a lot of money by not having to house two different data replication sites. From equipment, time and infrastructure we saved a considerable amount of money all around,” said Sherry Lawrence, Rogers & Brown’s Director of Information Services.

In the end, a lot of burden was taken off Rogers & Brown’s IT staff. Lawrence was able to take a vacation during Hurricane season, which before outsourcing to Immedion had been unheard of.