



# Trek Bicycle Corporation

## Colocation services maximize business potential

### The Company

Trek began in 1976 when its founders set out to make the best bicycles the world had ever seen. Today, Trek is headquartered in Waterloo, Wisconsin, and its bicycles and cycling products are sold through 5,000 independently-owned retail locations in over 90 countries across North and South America, Europe and Asia. Looking to lower capital costs for IT while maintaining high availability of its applications and data, Trek turned to OneNeck® IT Solutions for a colocation solution for its data center.

“We reached a point where we had to either update our own IT infrastructure or build a new data center, and neither option made sense. Partnering with OneNeck provided us with the ability to quickly and securely have access to our data from all around the world while realizing substantial cost savings.”

Dane Sandersen  
Global Security and Infrastructure Director  
Trek Bicycle

### The Challenge

The decision to expand or move its data center was critical to Trek’s IT infrastructure strategy. Not surprisingly, minimizing capital expenditures was a large part of the reason Trek chose colocation from a full service provider. But hard costs weren’t the only factor in the final decision. Trek was looking to position itself for continued success by maximizing its business potential. The company needed specialized experts to monitor cooling systems, ensure global connections, reduce its carbon footprint and provide a sustainable infrastructure within a secure environment, so it could remain on a steady growth path.

“When we were faced with making a significant IT investment, we realized there were multiple benefits of colocation,” said Dane Sandersen, Global Security and Infrastructure Director, Trek. “Finding the right partner that could provide us control over own data while offering accredited security and green technologies became our major focus.”

### The OneNeck® IT Solutions Answer

Because it was the company’s first foray into colocation, Trek went through a rigorous selection process in its search for an IT solutions partner. OneNeck was singled out for its geographic diversity in seven states, where it owns and operates advanced data centers managed by experienced industry experts. Trek was also impressed with the breadth of hybrid solutions that OneNeck had to offer ranging from cloud services to security.

Trek chose to move its production environment into the OneNeck data center in Madison, Wisconsin. Trek’s future plans call for further geographic diversification by moving their disaster recovery environment into a separate OneNeck facility.



## Trek Summary

Organization	Trek Bicycle Corporation
Industry	Manufacturing
Business Challenges	Ensuring the availability, security and compliance of their data center assets within an optimized financial model.
Environment	OneNeck data center in Madison, with future geo-diverse plans for DR/BCP.

“We worked with over 20 different vendors during the move, and OneNeck was by far one of the best,” said Sandersen. “Their execution was nearly flawless, and their process of communication and account management was superior. OneNeck has certainly distinguished themselves as one of our top-tier, preferred partners.”

### The Benefits

Cost savings was one of the biggest benefits of Trek’s decision to collocate its IT infrastructure. Partnering with OneNeck not only enabled Trek to reduce the cost of overall IT management, it provided the benefit of a more predictable operational expenditure model rather than trying to build, secure and maintain its own data center as its needs for additional computing power and space grew.

High availability of its data with the security and peace of mind of business continuity is also positioning Trek for growth. The increased power capacity and uninterrupted power supply of OneNeck’s data center allows Trek to leverage innovations in high-density computing and ensure constant power to its equipment. “I sleep better at night knowing that OneNeck is paying attention to every detail, process discipline and procedural compliance necessary to keep our data safe and always available,” said Sandersen.

Ultimately, OneNeck’s rigorous processes of access control and facility management is improving Trek’s own internal procedures and providing Trek with gains in productivity and efficiency so that it can do what it does best – manufacture and distribute world-class bicycles.

## About OneNeck IT Solutions

OneNeck IT Solutions LLC offers hybrid IT solutions including cloud and hosting solutions, managed services, enterprise application management, advanced IT services, IT hardware and top-tier data centers in Arizona, Colorado, Iowa, Minnesota, New Jersey, Oregon and Wisconsin. OneNeck’s team of technology professionals manage secure, world-class, hybrid IT infrastructures and applications for businesses around the country.

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