

Case Study

Netlogix New Zealand

Industry

Logistics

Customer at a Glance

- 14 x vGRID Enterprise Servers
- 7 x vGRID Premium Server Backup including DR Replication
- Microsoft Licensing (Windows, SQL & RDS)
- vGRID Exchange Mail

Driven by vGRID From startup to powerhouse

When a new logistics business set up operations with serious ambitions for the future, it opted for vGRID, locally hosted cloud Infrastructure as a Service (IaaS), provided by SkyPoint Technologies. As a result, Netlogix has grown its operations seamlessly with no concern for the management, performance or scalability of the technology infrastructure which is essential to the smooth running of its business.



Customer Overview

Founded in 2012 and headquartered in Auckland, Netlogix is an information and knowledge based New Zealand logistics solutions provider. The company's point of difference is that it collaborates with freight owners and freight carriers, targeting inherent structural inefficiencies in the freight transport market to bring sustainable freight efficiencies owners and carriers cannot bring by acting on their own.

Netlogix launched with the operational go-live for management of the national domestic freight network for a blue-chip foundation customer requiring more than 600 truck-loads daily. It has rapidly extended its value proposition to the market, providing for freight owners a single point of accountability, one-stop-shop, and customised value-add solutions for logistics management needs.

Challenge

Mark Rogers, who heads up commercial and IT at Netlogix, explains that the company founders were confident in its ability to leverage information for more efficient logistics management. "When we started, we planned for rapid growth which would have orders of magnitude and change implications for technology infrastructure. But like any new business, we didn't want to have capital tied up in servers and storage hardware which would be underutilised at day one, but necessary to meet anticipated future needs."

The availability of IaaS was immediately – and obviously – appealing. "I'd had some experience with what were rapidly evolving offerings at the time, but in a facilities management context. As a result, the principle of not needing to have in house infrastructure, and all that goes with it in terms of the overhead of staff to manage that, was appealing."

“There were some well-established big organisations, but they didn’t always have a reputation for service and responsiveness. As a startup, we wanted a high level of accessibility to support and attention which might only be available from these service providers to already established clients. At the other end, there were some startups, but they lacked scale and were risky; we went for a balance, a provider who has a reputation for good service, performance and reliability – vGRID”

- Mark Rogers, Commercial and IT Manager, Netlogix

Solution

There are multiple global providers of IaaS services, but Rogers says Netlogix was adamant that only a local provider would do. As an information-driven logistics operator, he explains, it was considered essential to the company that there would be no latency or other performance issues which might be the case with infrastructure located elsewhere in the world.

“This is particularly important for our operational data; less so for financial data. But we wanted local data centres and a big pipe to connect them, too.”

At that time, he adds, there were several local options. “There were some well-established big organisations, but they didn’t always have a reputation for service and responsiveness. As a startup, we wanted a high level of accessibility to support and attention which might only be available from these service providers to already established clients. At the other end, there were some startups, but they lacked scale and were risky; we went for a balance, a provider who has a reputation for good service, performance and reliability – vGRID.”

The decision was made on the basis of vGRID’s two geographically separated data centres, with one in Hamilton and the other in Auckland. Rogers adds that the company already enjoyed a reputation

for reliability and the accessibility of its development team to customers. “The other key factor was the service provider in between, SkyPoint Technologies; vGRID is a wholesale service so you do need a retail connection too, and they came highly recommended as a provider which would deliver the sort of service we needed.”

The final confirmation that vGRID’s services were suitable, adds Rogers, came through a site visit (something he notes is not possible with an international provider). “Physically looking at the data centres confirms that they are impressive, in terms of scale and in terms of their operations.”

Results

From day one, and through to the present day, Netlogix’s infrastructure is entirely contained by vGRID. Rogers says the instant upgrade capability is highly appealing, as is the reality of a service provider always keeping the underlying hardware and software components current, up to date and state of the art. “A further crucial component of value is the security features which are offered as an integral aspect of the IaaS solution. There are layers of protection which provide the necessary assurance for our data as well as that of our customers.”



SIMPLIFYING FREIGHT

COLLABORATIVE APPROACH FOR FREIGHT CARRIERS AND INDUSTRY STAKEHOLDERS

Access to a local IaaS provider influences the game of being a startup business considerably, Rogers confirms. “That happens in several ways; one is the ‘expense’ nature of on-demand services. We can buy what we need when we need it. We haven’t had to buy more equipment and have that on site, with the ability to scale up infinitely provided for at the outset.”

Scaling needs to go in both directions, adds Rogers, particularly for businesses which can have seasonal or other peaks in capacity requirements. “We’ve seen that in practice and have been pleasantly surprised by vGRID’s responsiveness in getting additional resources on song at very short notice to cater for things such as focused large scale data analysis. Just as good is the ability to turn it off when modelling has completed. For a startup, that’s a crucial advantage as you’re never paying for resources you aren’t actually using.”

Rogers says Netlogix has experienced an estimated tenfold increase in the services it consumes from vGRID over the past four years. “Across that, we’re running servers, operating systems, database environments, we’ve added processing power, storage capacity and memory, and we have servers in reservation for instant backup recovery. The environment is constantly fine-tuned for performance to accurately match resources to business requirements. We’ve even added in Australian operations to the New Zealand vGRID services as that part of the business came on line.”

Throughout that time, and across that breadth of services, he says there has never been a problem. “The equipment itself in the data centres is upgraded on an ongoing basis and it happens invisibly to us.”

Finally, Rogers says vGRID and SkyPoint Technologies have played an essential role in driving Netlogix’s growth and success. “In the transport industry, our core business is data and information management, and a major enabler for doing that well is technology. As we onboard new customers and because we are growing rapidly, we can if required, show potential customers the professional nature of our systems, predominantly in Hamilton at vGRID’s location there. You cannot do that if you’re on Amazon. And I doubt you’ll get immediate access to support on New Zealand business hours either.”

Learn more at
www.vgrid.nz

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