

CUSTOMIZED SOLUTIONS

Cox Automotive owns and operates AutoTrader.com, KBB.com, HomeNet, and VinSolutions systems, which are several revenue generating applications located at different facilities.



Driving New Efficiencies to Reduce Operational Costs.

CHALLENGE

Since 2009, AutoTrader’s Data Center X (DCX) strategy program has aligned their hosting strategy to executive guidance, business growth and capacity forecasts, technology redesign and refresh cycles, and facility lease renewal dates. AutoTrader desired an energy efficient data center solution that would improve the resilience of its applications via increased security, safety, service and operational efficiencies.

DATA SOLVED

Autotrader.com selected the QTS Atlanta-Suwanee data center in 2008 and expanded its custom data center in 2014. Through a combination of strategic analysis and collaborative design, this migration enabled Cox Automotive to advance its Data Center Conservation Strategy, reduce operational costs and improve customer-facing applications.

QTS worked with AutoTrader.com to design a new energy efficient data center environment that supported its business consolidation plan of collocating AutoTrader.com, KBB.com, HomeNet, and VinSolutions systems. The consolidation of these collocation sites is expected to reduce ongoing operational costs by \$2.6 million in the first five years.

To meet Cox Automotive’s energy efficiency goals, QTS’ scalable high density power solution was implemented to reduce power transmission losses and improve cold airflow, and a heat-containment system was installed to increase cooling efficiency.

THE BASICS



CUSTOMER
Cox Automotive



INDUSTRY
Enterprise



SERVICES
Colocation



CUSTOMIZED SOLUTIONS

RESULTS

The innovations built into the QTS Atlanta-Suwanee data Center and technology stack resulted in less wasted space and energy. The heat-containment system has increased cooling efficiency by 30 percent, and the high density power solutions have reduced power transmission loss and improved cold airflow. Additionally, the new technology stack design allows for more flexibility of installed systems, less cabling and higher network port and system utilization. The project was nominated for the Cox Conserves Chairman’s Cup Award, an internal program that recognizes Cox Enterprises’ field locations for implementing sustainable business practices.



QTS ATLANTA-SUWANEE DATA CENTER

Located in the north suburbs of Atlanta, the QTS Atlanta-Suwanee Data Center supports many of our largest QTS customers with:

370,000 square feet of data center and office space.

UTILITY POWER provided via four independent redundant Georgia Power feeds.

INFRASTRUCTURE for core services, including Custom Data Center, Colocation and Cloud Services.

QTS OPERATIONS CENTER providing 24x7x365 monitoring and support

TESTIMONIAL

MARK TUTTLE
 SENIOR MANAGER OF ENGINEERING
 AUTOTRADER.COM

“The new Suwanee Data Center, coupled with the closure and consolidation of the KBB and VinSolutions data centers into QTS, is estimated to reduce ongoing operational costs by \$517k annually, reaching an accumulated \$2.6M savings just over the first 5 years.”

