

# **Sur La Table Selects IO Data Center as a Service to Support Critical Business Operations - IO**



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IO, the leading provider of next-generation modular data center technology and services, today announced the company was awarded a contract by Sur La Table, a leading retailer of kitchenware products, to implement a Data Center 2.0 solution to support its critical business operations.

Moving to a Data Center 2.0 strategy, Sur La Table is shifting from real estate-based infrastructure to a flexible, sustainable modular installation which will allow the company to align its data center to business needs. Sur La Table will use IO Data Center as a Service (DCaaS™) delivered out of the IO Phoenix data center as its main data center.

The IO DCaaS solution has Active/Active power which provides an always-on energy system to support Sur La Table's store transaction processing system that must always be operational. It also includes IO.OS®, the premier secure data center infrastructure operating system, which allows Seattle-based Sur La Table to monitor its data center environment remotely. The software will provide Sur La Table the intelligent control needed to maximize data center utilization, resiliency and energy efficiency.

"IO DCaaS delivers the always-on service level that Sur La Table requires in a way that allows them to minimize capital expenditures and focus on core business competencies," said Rick Crutchley, Senior Vice President, DCaaS Sales, IO. "Our solution will enable Sur La Table to implement only the data center capacity they need to support their business, while also providing the ability to add more capacity quickly and without interruption to operations."

IO modular technology helps companies generate major improvements in efficiency and performance of their data center infrastructure. Organizations can use IO solutions to support cloud computing, e-commerce, big data, high-availability applications, business continuity/disaster recovery and other strategic technology initiatives.

"IO DCaaS provides as needed, when needed, data center capacity and controls on demand to meet customer needs. Our solutions deliver to customers unique capabilities to rationalize, optimize and match their portfolio demands across an alternative fulfillment model," said Mr. Crutchley.

IO Phoenix is the largest commercially available data center in the United States to achieve Tier III Design Certification from the Uptime Institute.

## About IO

IO is a global leader in software-defined data centers and has pioneered the next generation of data center infrastructure technology. IO's integrated hardware and software data center technology platform offers enterprises, governments, and service providers an innovative way to deploy, provision, and optimize data center capacity anywhere in the world. IO technology lowers the total cost of data center ownership compared to traditional data centers, enabling dynamic deployment and intelligent control based on the needs of IT equipment and applications in the data center.

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