AMERICAN TOWER®

Our Customer

Villa-Tech, Inc., a network, cloud, and big data services provider, got its start in the industry in 2013. As a professional services company, their team focused on design architecture projects in the technology space, covering data centers, networking, cloud, Artificial Intelligence (AI), Open Source, and more. Villa-Tech designs and builds in-depth detailed networks from the ground up, composing five- to 50,000-node environments. When its revenue started increasing, primarily in the data center space, Villa-Tech decided to build an extensive focus around data centers—racking and stacking, moving customers into new data centers, and creating new relationships with some of the industry's biggest players.

Expanding to the Edge in Response to Demand

When Villa-Tech decided to grow its company around the data center business, they needed to identify strong companies they could work with to provide bare-metal services. Their goal was to offer the financial and operational flexibility of the public cloud, but with the control, performance, and security of an enterprise-grade dedicated infrastructure. As demand for these services expanded to multiple data center sites, American Tower provided the ideal data center solution to help take their services to the edge.

> "The edge was our natural next step in our company's evolution, and American Tower was the company to take us there."
>
> Miguel Villarreal, Principal of Villa-Tech

LEARN MORE

For more information about American Tower Data Center solutions, and how your business can start taking advantage of the several immediate benefits of edge collocation, contact us at datacenters@americantower.com or visit americantower.com/datacenters.

A Leader in Next-Generation Technologies

Villa-Tech offers its customers technological enhancements through services, including software-defined networking, security surveillance, and software development. Villa-Tech is finalizing new software it has been developing for several years. The software will aid in delivering physical frameworks and implementations that address agility, security, efficiency, and reliability. The company is focused on incorporating this software stack at the edge, as an alternative to a private cloud solution, and therefore is building a public cloud infrastructure with American Tower at several locations across the U.S. Through these locations, Villa-Tech will provide its edge automation, security, and networking software to its customers, who are looking for speed and proximity.

White-Glove Service With American Tower

Villa-Tech chose American Tower for multiple reasons. According to the Principal of Villa-Tech Miguel Villarreal, "American Tower is a business interested in B2B relationships, which is rare in the data center industry. Working with major data center providers, sometimes the relationships are purely transactional. The fact that American Tower is B2B

focused means a lot to Villa-Tech and our customers. We are small, so for us to compete we need to offer white-glove service. American Tower shares the same white-glove perspective, so we go hand-in-hand, and it's a tremendous value-add. When a customer of ours has a question or a specific requirement, American Tower responds with 'Yes, we can work that out,' versus asking 'What is the cost?' That's the key differentiator—American Tower is looking to be more personal with its B2B services, instead of transactional, and we appreciate that very much."

Quantifiable Results and Looking Ahead

As the work between Villa-Tech and American Tower continues, the relationship has resulted in a 60 percent growth in the edge data center space for Villa-Tech in a less than six-month period.

Villa-Tech is working on a new customer opportunity that would call for Villa-Tech to build a transport WAN footprint as part of its managed services offering. This deal will revolve around American Tower as its primary go-to edge data center provider. Together, the companies are working hard to win this opportunity, with American Tower staying very close to ensure all customer needs, such as security, power, and location, are being addressed.