

## CASE STUDY

# Whipcord delivers high-performance IT infrastructure solutions for diverse clientele throughout Canada

For nearly two decades, Whipcord has been a Canadian success story, becoming an industry leader in data services with operations across Canada. Empowered by passionate staff that build deep customer partnerships and leverage technology to drive customer solutions, the company provides IT infrastructure services that include colocation, cloud, backup and replication, and network services through its tier-three datacenters in Vancouver, Lethbridge, and Toronto.

Whipcord serves clients in a wide variety of industries, including space agencies around the world, SaaS solution providers, and small- to mid-size companies in various fields. The company's origins in satellite imaging have helped to make Whipcord a global leader in empowering the digital transformation of agriculture.

### A HANDS-ON, HIGH-TOUCH APPROACH TO MEETING CLIENT NEEDS

Despite significant growth, Whipcord has managed to maintain a small company mindset in its culture and service delivery model. As the IT services industry has become increasingly commoditized, Whipcord has succeeded by treating each client's business as if it were their own. According to Dan Hamilton, vice president of technology, "We form deep strategic relationships with clients, providing the infrastructure, skill sets, service, and support that enable clients to focus their resources on the activities that drive value and bottom-line results. We function as an extension of our clients' organizations and build long-term, loyal relationships."

### EMPOWERING DIGITAL TRANSFORMATION OF AGRICULTURE

Whipcord began with a focus on satellite imagery, building the world's third-largest optical remote sensing company, while creating the fastest-growing imagery platform for agriculture worldwide. In 2019, First Pass, a company specializing in precision agriculture, became part of the Whipcord family. Today, Whipcord provides all of the IT infrastructure for First Pass, which offers growers the opportunity to reduce their in-field miles and costs by over 5%, resulting in a reduction in fuel, equipment, and labor expenses.



"We don't see ourselves as the smartest guys in the room, but we know to ask the customer what they really need in order to start building a really deep relationship. Many relationships that we built two decades ago, we have maintained today."

**Ryan Johnson**  
President and CEO  
Whipcord

**Whipcord provides all of the IT infrastructure for First Pass, a precision farming solution that empowers growers to optimize in-field operations and reduce costs by over 5%.**

Four years ago, Dan Hamilton went to VMworld in search of a new storage provider. His vendor was exiting the business, and Dan was looking for a new approach that would be more aligned with Whipcord's business model and service philosophy. "I looked at a lot of providers, and Infinidat really stood out," Dan said. "I was impressed with their product, its capabilities, and the company pedigree." Infinidat's founder, Moshe Yanai, has been instrumental in the development of some of the most advanced and successful storage technologies in the history of the industry.

#### **HIGH-PERFORMANCE, AVAILABILITY, AND BUSINESS MODEL ALIGNMENT**

"We chose Infinidat because of their industry-leading performance and they aligned perfectly with our long-term approach to partnering with clients," Dan said. "The traditional three-year, forced-refresh cycle in the storage industry presents a high degree of cost uncertainty. Infinidat's capacity-on-demand model changes the equation, enabling Whipcord to have on-premises access to a full petabyte of storage, while only paying for what we need to meet clients' growing needs, including support for First Pass and the burgeoning agritech sector." Whipcord uses InfiniBox® for primary storage as well as for its back-up and disaster recovery services—the fastest growing area of its business.

#### **THE WHIPCORD-INFINIDAT PARTNERSHIP**

Whipcord's InfiniBox F6000 provides enterprise-class storage performance, availability, and security that is unmatched. The Capacity on Demand model enables companies to purchase and pre-configure an initial percentage of the total capacity and then add, as needed, in increments as low as 10TB as they are being used.

Dan summarizes benefits of the Whipcord-Infinidat partnership as follows: "Infinidat is a key strategic partner and has been instrumental in enabling us to differentiate, grow, and scale profitably. In four years, we have had zero downtime, including during software upgrades. They are incredibly proactive in their service and support. And the system is easy to manage. Our operations team raves about InfiniBox because it is bulletproof and requires very minimal effort."

**To learn more about how Infinidat can help your organization scale to win, visit [Infinidat.com](http://Infinidat.com).**



**WHIPCORD**



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**Dan Hamilton**  
*Vice President of Technology*  
**Whipcord**