Mattress Firm Chooses Data Foundry for Data Center Structured Cabling Project

Company

- Nation's leading mattress retailer, $3.5 billion in sales
- Headquartered in Houston, founded in 1986
- Over 3,500 retail locations across the U.S.

Industry

Retail

The Opportunity

Inefficient and disorganized use of data center cabling.

The Solution

Mattress Firm chose Data Foundry's structured cabling team to re-cable their data center environment using a customized design following best practices.

The Results

Mattress Firm's data center deployment is now a showpiece, and their infrastructure team can troubleshoot and conduct maintenance with efficiency.

ABOUT MATTRESS FIRM

Mattress Firm was established in Houston in 1986. The company has grown to be the nation's leading mattress retailer with over 3,500 stores around the U.S. and over $3.5 billion in sales revenue. With thousands of retail locations around the country and a one-day delivery policy, data center network infrastructure must be as efficient as possible to facilitate an efficient sales and distribution process, as well as hassle-free customer transactions and deliveries.

THE OPPORTUNITY

Mattress Firm's new VP of Infrastructure, Keith Lutz, and his team team noticed that copper and fiber cabling in their data center environment was not being utilized as efficiently as it could be. It was not organized according to best practices, with excessive cabling runs and some unused cabling, making troubleshooting complicated. This disorganization resulted in a lack of visibility inside the deployment. It wasn't always clear to staff where cables terminated, and the disorganized cabling was also causing above average temperatures within the deployment.

Upon Keith's recommendation, Mattress Firm's infrastructure team decided to implement a hardware refresh, and began with the search for a cabling vendor to assist in the redesign of the cabling infrastructure according to best practices. They requested quotes from a few vendors in Texas, including Data Foundry, who was already a trusted IT partner. Mattress Firm has used Data Foundry as a colocation provider for 15 years. The team wanted an experienced vendor for their structured cabling project, ideally not too far from Houston, that would provide high-touch communication throughout the course of the project.

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HOUSTON 2

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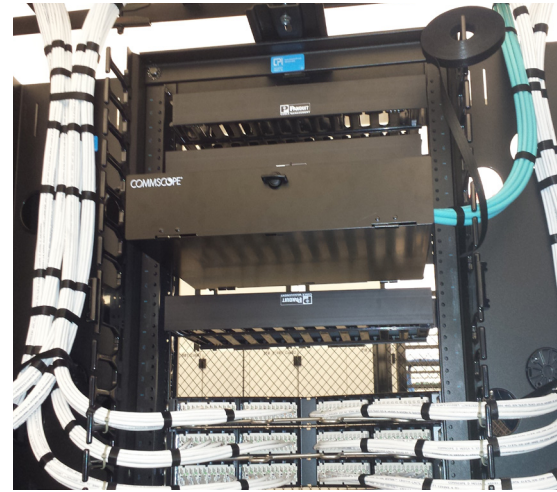
HOUSTON 1

5555 San Felipe
Houston, TX 77056

SOLUTION

After evaluating quotes, Mattress Firm's infrastructure team chose Data Foundry to redesign and re-cable their data center deployment. Because Mattress Firm had worked with Data Foundry for so many years, they were familiar with our quality of work and responsiveness. To kick off the project, Mattress Firm was contacted by Data Foundry's manager of sales engineering to discuss the scope of work and determine the best materials for the project.

Following this consultation, Data Foundry's most experienced infrastructure manager, Paul Coffey, took charge of implementation, and was tasked with completing the project within a week's time and within the agreed upon budget. Paul provided a consultative approach, guiding Mattress Firm through the process to determine the best materials, cabling design and installation process to meet Mattress Firm's expectations.

Mattress Firm found Data Foundry's infrastructure team to be very knowledgeable and helpful. They appreciated Paul's honesty around what would work best in their data center environment, and his experience proved to be a valuable asset.

> " Now that we have a clean and organized environment, it makes other aspects of our job easier, such as troubleshooting, maintenance and updates or other changes.
>
> **Keith Lutz,** *VP of Infrastructure, Mattress Firm*

Scope of Work

- Installation and baying of cabinets
- Custom installation of ladder rack system above cabinets
- Custom installation of fiber trough system above cabinets
- CAT6(A)/7 copper structured backbone installation, terminated to length
- OM3/4 fiber structured backbone installation, fusion spliced to length
- All cables labeled at both ends
- All cables tested to industry standard

RESULTS

Data Foundry completed the scructured cabling project before deadline and within budget. Mattress Firm is pleased with the results of the structured cabling project. They now happily show off their data center environment to visitors. With the new structured cabling design, the team can easily install new infrastructure and make changes when needed. Troubleshooting in the data center is much quicker and easier. They also have a future-proof infrastructure with pathways that can be reutilized, should new equipment need to be added to the deployment. Overall temperature within the envirnoment has also dropped as expected.

> " We recommend Data Foundry's structured cabling team to others looking to optimize their data center environment. They did an outstanding job and were easy to work with.
>
> **Keith Lutz,** *VP of Infrastructure, Mattress Firm*

ABOUT DATA FOUNDRY

Data Foundry is a privately held company headquartered in Austin, Texas that provides data center colocation, disaster recovery and managed services for enterprise customers across a variety of industries including energy, healthcare and financial services. The company's premier data centers are supported by experienced onsite technicians, security staff and customer support 24x7x365. Founded in 1994, Data Foundry was one of the first 50 Internet Service Providers in the United States. Today, Data Foundry owns and operates purpose-built, carrier-neutral data centers in Texas and operates a global network with colocation presences for deployments worldwide. For more information, visit www.datafoundry.com or call 1.888.839.2794.

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