



## Ivy Computer switches to IONOS Cloud for next-level support

Ivy Computer selected IONOS Cloud for enhanced support, more localized hosting and greater redundancy.

### Featured learnings

- Leveraging IONOS Cloud's network of data centers across the US, Ivy Computer can place applications closer to its customers, increasing performance and reliability.
- Having a strong technical support team at your disposal can be the difference between success and failure. The IONOS Cloud team works closely with Ivy Computer to solve its technical challenges, on demand and whenever they arise.
- By upgrading to IONOS Cloud's enterprise-grade services, Ivy Computer was able to benefit from increased redundancy and offer service level agreements to its customers.

### **IVY** computer inc.

Ivy Computer's Trash Flow software helps haulers manage their operations, from trash collection through to landfill management and billing. By upgrading to IONOS Cloud, Ivy Computer was able to deliver service-level agreements to its customers and improve application performance with hosting locations from West to East Coast. Ivy Computer now has access to tech support experts who know its business, and work collaboratively to help resolve problems and innovate new solutions.

## The challenge

### Improving redundancy, data proximity, and support

Waste management is big business, expected to be worth \$229.3 billion in North America by 2027<sup>1</sup>. To run efficiently, trash haulage companies use technology from Ivy Computer. The solutions include route optimization technology, truck tracking software, and in-truck tablet communications.

The company's most popular product is Trash Flow, which provides a single platform for solid waste haulers' business activities. It includes billing, route management, and container tracking. As well as developing the software, Ivy Computer provides technical support.

"Our customer base includes a lot of mom-and-pop shops, as well as larger waste hauling businesses," said Nick Omodeo, Ivy Computer's System Administrator. "They often run their businesses using QuickBooks. Our software enables them to tie all their business needs, including QuickBooks, into one program, creating a hub to unify all their logistics and planning into one piece of software."

There are Trash Flow customers in every US state, as well as some based abroad.

The solutions are hosted in the cloud on IONOS infrastructure. "We've been working with IONOS for more than 10 years," said Omodeo. "When we started, there weren't many companies providing the services we needed, with the speed and reliability of IONOS."

Ivy Computer started out using IONOS dedicated servers. "IONOS gave us a reliable service we could count on," said Omodeo.

As Ivy Computer grew its business on IONOS, it needed more personalized technical support, and to enhance its service to customers. "We wanted more redundancy, and more local servers to speed up access for clients," said Omodeo.

## The solution

### Enterprise-grade support and performance

Ivy Computer upgraded to IONOS Cloud, which offers enterprise cloud computing, engineered for simplicity, and backed by expert support.

For customers, the main benefit is increased confidence in the service availability. "They know they have a service that they can count on. I know a lot of businesses are uneasy about the cloud because they think it's a vulnerable area," said Omodeo. "It's a newer area for a lot of businesses that are old school. Using IONOS Cloud's enterprise service, we have service level agreements that we can pass on to our customers. We can say: 'We have this level of commitment to you when partnered with IONOS Cloud.'"

Ivy Computer's customers depend on its software for live business operations, including route planning and communications with waste collection trucks while they are out on their rounds. Delays would not only be frustrating, but could also result in lost time and money. While Ivy Computer had previously experienced good service from its single data center, there was an opportunity to optimize performance and reliability by hosting workloads closer to customers.

"IONOS Cloud has a system where you can select the data center where you want to provision your servers, with servers available from West Coast to East Coast, as well as in central United States," said Omodeo. "Rather than limiting customers to connecting into a single data center – or into our headquarters in Waterbury, Vermont – we use IONOS's cloud infrastructure to host customer databases close to where our haulers do their business. Using the IONOS Cloud, we can provide the quickest response time and access to our customers."

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<sup>1</sup>. North America Waste Management Market Share, Trends - 2027 | Industry Analysis ([alliedmarketresearch.com](https://www.alliedmarketresearch.com))

## The implementation

### Personalized support from named technicians

One of the reasons Ivy Computer was keen to upgrade to IONOS Cloud was to benefit from its enhanced level of customer service. When Ivy Computer raises a support request, it's directed to one of two named technicians who know Ivy Computer and its business.

"It's good to have a familiar person and face for any support-related questions," said Omodeo. "For our voice-to-voice or email-to-email communications, it's nice to have people that know who you are, as well as people you know you can trust and count on."

Omodeo especially appreciates that the IONOS support team goes beyond basic support and has helped Ivy Computer to solve some of its trickier technical problems. That began on day one, with the migration into the IONOS Cloud infrastructure.

"There have been some pretty complex things that I've had the team help with, including migrating cloud servers from IONOS dedicated servers to the virtualization side," said Omodeo. "I've also had step-by-step support in getting non-standard processes to adapt to something that isn't standard to IONOS."

He added: "The support team were reaching outside of the box of traditional support rather than, I guess, just saying, 'No, we can't help you' or 'You're on your own', as some other companies might have done. Our named support technicians helped us to figure things out and stood by us from start to finish."

Omodeo thinks of the relationship with IONOS as a partnership. "I see it as a collaborative partnership, especially with regards to innovation or improvement opportunities," said Omodeo. "I expect the relationship and communication to be open as we grow. When I call the team at IONOS, I know they care. I know who they are, they know who I am, they know about my business, and we're not afraid to have a conversation."

Ivy Computer has plans to deploy more services in the IONOS Cloud. "We have a lot of projects in the pipeline that are going to be moved toward IONOS Cloud," said Omodeo. "We're thinking of projects to back up customers' data outside of Trash Flow for disaster recovery."

## Conclusion

### "You can rely on and trust IONOS"

"The biggest thing with anything technology-related is whether there is any resource to help you when you hit a bump or you get stuck," said Omodeo. "I've found that, time and time again, IONOS Cloud has met those needs. It's nice to have somebody working with you, providing options, recommendations, and not just leaving you in the dust."

He concludes: "IONOS is a partner that you can lean on and trust. They've got lots of different solutions to many different problems. We've had a lot of interesting problems that may be new to other cloud providers. Being able to reach out to somebody, get support, and rely on the services that you're paying for, is the most important thing. You don't always get that level of support and reliability with other cloud partners, in my experience."

Call or email us to learn more!



+1-267-481-7983



product@cloud.ionos.com

## Contact

IONOS Cloud Inc.  
200 Continental Drive, Suite 401  
Newark, NJ 19713  
United States of America

Phone +1-267-481-7983  
Email [product@cloud.ionos.com](mailto:product@cloud.ionos.com)  
Website <https://cloud.ionos.com>

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<https://cloud.ionos.com>

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