

Enconnex Server Cabinets Enable Co-founder to Click the “Easy Button”

Rack Bunker got the right cabinets at the right price and promoted their brand along the way.

THE PLAYERS

Rack Bunker: A leading data center provider specializing in colocation, cloud services, and security and compliance services.

Willie Pritchett: Co-founder of Rack Bunker with 19 years of data center colocation experience.

Enconnex: Data center products, infrastructure, and custom innovations company.



THE CHALLENGE

Rack Bunker co-founder wanted high-quality, branded server cabinets to stay competitive and differentiate his company in the Chicago area data center market.



THE SOLUTION

Enconnex provided the highest-quality cabinets with cable and airflow management at a very competitive price.

20 white Enconnex ECX Server Cabinets with the Rack Bunker logo, delivered in record time. Plus, network cables and high-end outlet monitored and switched PDUs, enabling Rack Bunker to monitor and control the outlets from their Indianapolis network operations center (NOC).

THE DETAILS

Rack Bunker co-founder and managing partner, Willie Pritchett, has an “Easy Button” sitting right in the middle of his desk in Indianapolis, Indiana. It represents how Willie likes to do business, whether in his former cybersecurity, data management, and analytics company or his current position running colocation facility Rack Bunker. With 19 years of data center colocation experience, Willie prides himself on his expertise as well as the exceptional customer service that he and his team have become known for.

Rack Bunker, a minority-owned business, has two locations -- their original Indianapolis location, and their newer venture (with Digital Crossroads) in Hammond, Indiana. The Hammond facility is attractive to Willie’s customers because of its proximity to Chicago but is much less expensive. The bottom line at Rack Bunker: “Our customers like that we make it easy for them, and we do what we say we’ll do,” said Willie. “That’s why I chose to do business with Enconnex. They made it easy for me.”

First and foremost, Willie wanted high-quality server rack cabinets at a good price. In addition, he was looking to make a statement and stand out in the colo facility, so he wanted white cabinets, a departure from the common black cabinets seen in many data center facilities. Jerod Green, sales director at Enconnex, made that happen. The Enconnex team went the extra mile to make the Rack Bunker brand stand out by putting the logo on the side of the cabinets. “I fell in love with the cabinets when I saw a picture,” said Willie. “I really fell in love when they arrived,” he continued. “Not only did they look fabulous, but I was impressed with the quality construction and durability of the cabinets.”

THE RESULTS

Willie was extremely pleased with the quality of his Enconnex server cabinets, PDUs, and cabling, and the customer service from Jerod Green and the Enconnex team. He loves how well his brand was represented on the new cabinets. “These cabinets made the statement that we wanted to make with Rack Bunker. We’re different because we’re easy to work with, smooth, and we provide fantastic service.” Willie already has 30 more server cabinets on order from Enconnex. His words to describe dealing with Enconnex? “That was easy.”



HIGH-QUALITY



DURABLE



COST-EFFECTIVE



CONFIGURABLE



BACKED BY A TEAM OF EXPERTS

Are you looking for a custom solution for your data center? The Enconnex team loves a challenge and would love to talk to help you solve your data center rack, cabinet, connectivity, cabling, or cooling issues. [Let's talk!](#)



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