Best of Both Worlds: CentriLogic Taps Rochester for US Operations

Proximity to major cities, a friendly business atmosphere, and access to top talent, resources and key decision makers were the main reasons why Robert Offley, president and CEO of CentriLogic, made the decision to found the global IT company in Rochester, NY in 2007.

Originally from the UK, Offley has deep roots in Rochester, having first worked in the region in the early '90s. It was his familiarity with Greater Rochester and its resources that brought him back to the area. CentriLogic, which provides global IT infrastructure, private connectivity and application services, had specific business needs—needs that Offley felt Rochester could meet and more. In tandem with the company's operations in Toronto, CentriLogic's team felt the two cities provide the best of both worlds when it comes to doing business.

Proximity to Major Cities

First, proximity was a key factor in Offley's decision to found the company in Rochester. "Rochester is nicely located," he says. "It's near other cities and it presents a great option for doing business." In fact, the region is within a day's drive from a significant portion of the Northeast United States. In addition, he says, as the company opened shop in Toronto, Rochester provided an easy commute to the major city and back in just a couple of hours.

When customers want to travel from Toronto to Rochester, Offley's team is just a few hours by car or a 30-minute flight away. "It's a great way to show a customer the infrastructure on both sides of the border while demonstrating our cross-border capabilities. We've taken advantage of the option quite a bit and we'll continue to do so in the future," he says.

Regional Stability

In addition to providing easy access to major North American cities, the region's environmental stability and general safety were a huge attraction for Offley and his team. The company is "selling peace of mind and trust," he says, and to do so CentriLogic needs a safe and stable environment in which to manage digital assets for its clients.

And what about the region's winter weather that makes headlines every season? Offley says it's not a concern. "We haven't experienced downtime from weather-related issues," he says. In fact, Rochester has a significantly lower weather threat than in Florida or other states, or even other areas in New York—Offley and his team cite New York City's hurricane as an example where operators in Manhattan were taken out of business while CentriLogic remained fully operational.

Talent and Resources

Another attraction to Rochester for Offley and the CentriLogic team is the region's access to a highly skilled workforce from Rochester Institute of Technology, University of Rochester and others. In fact, Rochester, NY is ranked 5th in computing and IT degrees per capita in the United States. Offley believes the region is positioned to take advantage of the digital economy, and there's untapped potential. There's an opportunity for businesses in the space, he says, especially because of the resources and finances the area's universities and economic development organizations offer.

A Friendly Business Atmosphere

Offley feels his decision to put down roots in Rochester and Toronto paid off, especially in taking advantage of the business climate in both cities. Toronto provides a bigger market, he says, but a wider one that is harder to access.

Rochester, however, is a relatively large market with significant Fortune 500 companies, but what sets the community apart is the personal touch and feeling of community fellow businesses provide. "Local companies are willing to support each other," Offley says. "Rochester companies like to deal with a local company that also values the growth of the region. Companies help each other."

From business leaders and CIOs, it's also easy to connect with key decision makers in the region thanks to the many networking events and forums. Offley cites CIO meetings, Digital Rochester and other types of forums that have provided him with success. In larger cities, it's difficult to achieve the same, he says, but Rochester "allows you to get in front of decisionmakers and have key discussions."

A Proud Advocate

Offley and his team have become strong proponents for Rochester, attesting to the movement from a company town to a town of companies. And businesses attract businesses. CentriLogic brought companies from Canada to its Rochester data center and hosts companies from around the world. "Some of our clients have put down operations or hired people in the region specifically to support the infrastructure they have in our data centers," Offley says.

CentriLogic has customers in Rochester spanning several major verticals, including multiple companies in healthcare and patient records, man-of-action companies and business services. The company manages many large and enterprise accounts in the Rochester area and feels it and the region are poised for growth in the marketplace of the future.

Fast Facts:

- CentriLogic employs more than 20. The company continues to hire for new positions into 2018.
- The company is experiencing 20%-25% year-over-year revenue growth.
- CentriLogic recently made a $2.5 million upgrade to a 5,300-square-foot facility, making it one of the most efficient and sophisticated data centers in New York State.