

64%

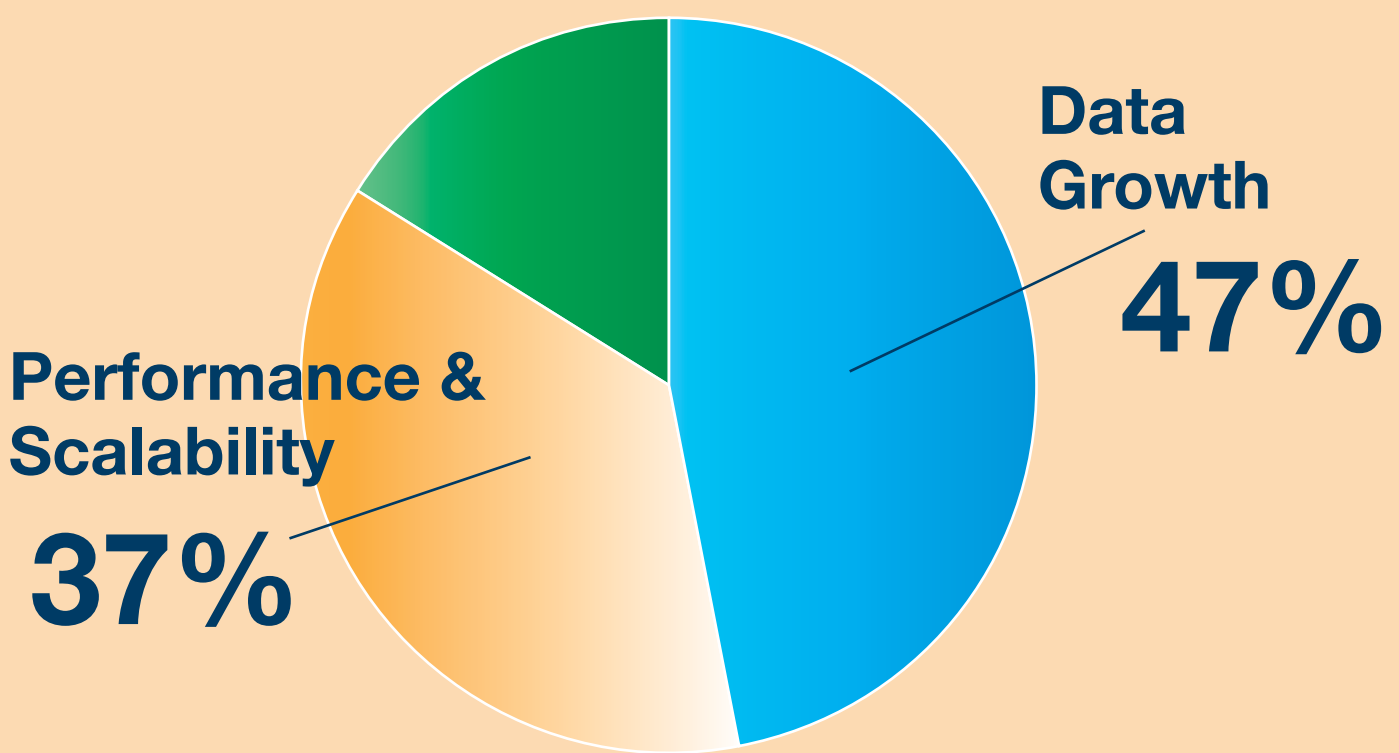
of organizations engage in some form of data center colocation services



*Source: Focus Research Group Colocation Services Buyers Guide

What Are the Drivers?

Top Hardware Infrastructure Challenges for Enterprises



Gartner User Survey Analysis: Key Trends Shaping the Future of Data Center Infrastructure Through 2011

Benefit: Improve Reliability/Availability

Many providers will state their availability as a percentage of uptime in a given year, so you have a better idea of the amount of uptime you can expect.

Q: 99.999? 99.9? What's the Difference?

A: The Difference is 86 seconds per day or 43 minutes more downtime every month.

Benefit: Reduce Costs

\$1500/sq ft

The average cost of building a data center is between \$1000 and \$1500 per square foot.

*Source: Data Center Knowledge Data Center Economics: Build vs. Buy

Benefit: Increase Scalability

12KW+

Leading data centers now offer power capacities of up to 12KW per rack.



Benefit: Risk Mitigation



A colocation data center facility offers security features comparable to a government building. On-site security, video surveillance and even biometric fingerprint scanners are standard security procedures to protect customer equipment and data.

Benefit: Compliance

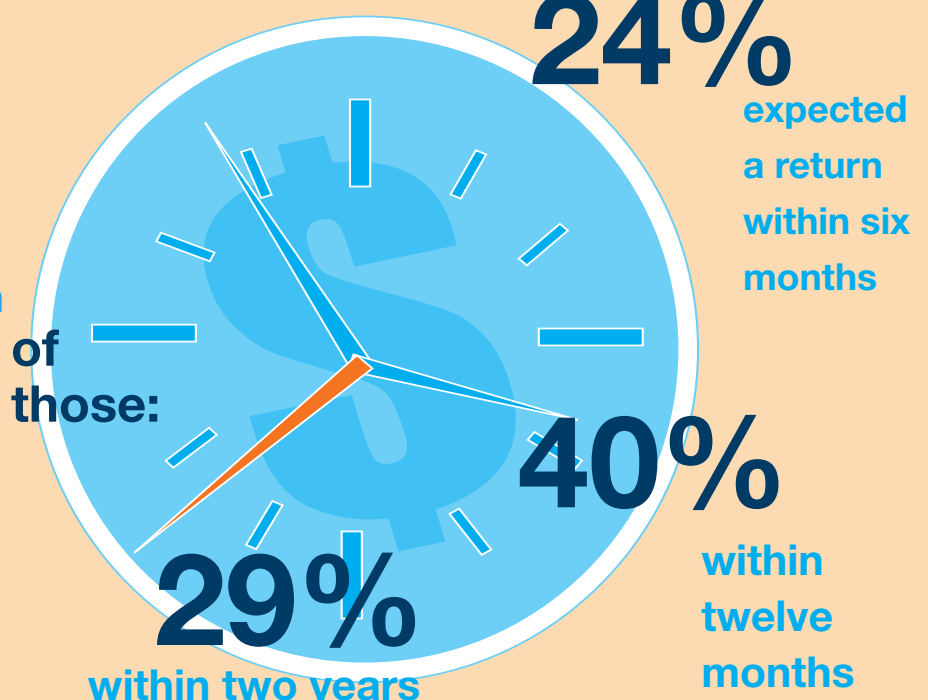


In the digital information age, many companies are required to abide by certain compliance and regulatory policies. Since data center facilities and colocation providers have already done the heavy lifting to comply with regulatory requirements, you can save time and money.

Return on Investment

70%

of CEOs, business owners and IT decision makers expect to see a return on investment from their colocation solution



*Source: Colocation Trends Report by Hosting.com



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