

MOVE AHEAD WITH INTERXION

- Choose from over 500 Connectivity providers and 20 Internet exchanges.
- Data centres in 11 countries across Europe
- Communities of interest bring together customers, partners and suppliers
- Industry-leading service, designed around customer needs
- Leading the way in design, build, operation and maintenance
- Constant innovation to reduce our carbon footprint

THE BUSINESS CASE

The decision to outsource all or parts of your IT infrastructure is best informed by a business case which compares the benefits – financial and operational – of outsourcing to those of providing the same services and capabilities in-house. Turning to a specialist third party brings economies of scale facilitated by the provider's ability to share costs between all its customers plus the important advantage of paying for only what you need when you need it.

GREEN IT

Colocation customers also 'share' a carbon footprint by being grouped together in one location, giving them the opportunity to reduce their own direct emissions and their carbon offsetting commitments. A shared facility not only creates shared carbon costs, but results in the colocation provider being able to invest in renewable and green energy initiatives. The benefits of these initiatives are then shared among the data centre customers enabling them to keep their carbon costs lower than they would be, were the data centre function managed in-house.

The ability to face each new challenge and opportunity – without having to attend to the routine maintenance duties of IT infrastructure management – can be liberating for any organisation's IT management team and specialists. Colocation provides the reassurance that the core IT infrastructure will run as expected, availability will be as required, and costs will never be a shock even if demand accelerates rapidly.

THE BENEFITS OF COMMUNITY

Data centres will often specialise in core sectors such as banking and financial services, public sector, media companies or telecommunications companies. Such gatherings of organisations, with goals that are frequently compatible, build a community where the members can find ways of leveraging their mutual proximity to operational and commercial advantage.

CONTINUOUS DELIVERY

Colocation also improves reliability and reduces risk thanks to redundant systems, lower network latency and higher bandwidth at a lower cost. Guaranteed performance through agreed service levels and comprehensive reporting provide further reassurance.

ASK INTERXION

We're happy to answer any questions you may have about the practicalities and benefits of colocation for your business.

Visit www.interxion.com

Considering colocation 4

CONSIDERING COLOCATION



This briefing paper helps you ask the right questions when considering whether colocation is the right option for housing your IT infrastructure.

All organisations need to keep their IT infrastructure housing under continuous evaluation to make sure they are getting the best deal – financially and in terms of the services provided. If the infrastructure is in-house, then the organisation needs to remain constantly aware of its ability to scale or deliver enhanced capabilities as required. The organisation also needs to be familiar with outsourcing alternatives that could relieve pressure points in reliability, application performance or security, of a physical or commercial nature.

Colocation may not be appropriate for all your business needs. For business-as-usual applications and data – tasks that rank neither as strategically important, nor critical to your competitive advantage – colocation represents an opportunity to increase performance cost effectively. A business might feel that vital assets are best retained in-house.

Placing a well-selected portion of the IT infrastructure with a colocation provider does, however, give you access to shared power, cooling and heating, reducing overall costs in these areas. It also offers configurable space, paid for as needed.

IF COLOCATION IS THE ANSWER, WHAT IS THE QUESTION?

You might find that relevant stakeholders are reluctant to commit the capital expenditure required to expand your current facilities, especially if demand is uncertain. You might discover that power arrangements at your current premises will not support additional power-hungry equipment, or you might be hard-pressed to simply find the space to put more servers.

Whatever has caused you to assess your current arrangements, it's likely that colocation has a part to play in your IT infrastructure strategy. Generally, three options can be explored:

- **Basic colocation** – the data centre provides the premises, delivering flexible space for expansion, power, cooling and strong security and customers source and maintain their own servers, racks, cabling and any connectivity that might be needed.
- **Infrastructure colocation plus networking/connectivity** – the data centre provides the space, power, cooling and security together with a range of managed networking and connectivity solutions to customers' own racks and servers.
- **Managed colocation** – the data centre provides and maintains the servers and other hardware as well as the data centre infrastructure and connectivity, so that customers have a foundation for the operating systems and applications their businesses need.

Are you close to commercial hubs and major Internet exchanges?

REACH AND LOCATION

Businesses are increasingly leveraging partnerships to enhance their service offerings and realise cost savings. Are you able to streamline your business interactions? Can you directly connect to partners and customers within the data centre for high-performance, low-cost communication? Do you have direct access to the content delivery networks your business depends on? Are you close to the commercial centres and populations where your business takes place? Third-party data centres could put you right at the heart of the community you serve.

Can you leverage internal talent to greater advantage?

SKILLS

Sometimes your in-house IT professionals spend too much time on small fixes, change orders and administration. Are you making best use of your trained staff? Do you find you're investing in skills that are only used occasionally? By working with the support team at the data centre you can tap into local expertise as and when you need to – paying only for what you use.

Can you respond dynamically to market demands?

SCALABILITY

As IT infrastructure expands, it's not just extra floor space you need, you also need extra power and cooling and the support team to maintain these services. Are you sure that back-up generators can be installed and that the additional cooling plant will fit in the space available? What happens when capacity is reached? How quickly can you respond and bring capacity online? Can you provision extra server capacity just by making a phone call? A colocation provider offers this level of agility.

Can you extend your reach?

CONNECTIVITY

The right data centre provides you with easy connectivity to a choice of carriers, ISPs, Internet Exchanges and other network service providers. Data centres can offer redundant, low-latency fibre routes and the ability to optimise tariffs and performance via a wide range of major commercial centres. Are you able to achieve the lowest levels of latency increasing application response times accordingly? Can you reduce network costs by directly connecting to other parties within the data centre? Can you readily take advantage of competitive network tariffs?

A QUESTION OF CONTROL

If you are new to the idea of colocation, it can feel like a big step and the reliance on third parties might not sit comfortably with your corporate culture. However, colocation can actually reduce risk, capital investment and your exposure to skills shortages, technological advances and shifts in demand.

Colocation invariably offers you greater choice, putting you firmly in the driving seat. The versatility of the offering allows you to tune what you purchase precisely to the needs of the business – and make adjustments as those needs change. If you already colocate or use managed or outsourced services, you'll understand that you retain full control over your infrastructure and can benefit from the enhanced visibility inherent in the service level agreements, measurement and reporting that come as part of the service. You can see – accurately – how your business consumes these services and make better-informed choices as a result.

Can you match what you pay to what you consume?

COSTS

Colocation enables you to support the growth of the business without undertaking heavy up front capital expenditure. How much will it cost you to expand your in-house facilities? What utilisation rates would you expect? Are the running costs of your facility directly proportional to the way your business needs to consume these services? Are you budgeting for 3-5 year equipment refreshes and unforeseen equipment maintenance? Colocation not only enables you to fund capabilities in close proportion to business requirements and opportunities but also to benefit from low-cost and sustainable energy.

Can your business carry on if there's a problem?

RISK MITIGATION AND DISASTER RECOVERY

With data centre providers ensuring compliance with best-practice professional standards such as ISO 27001 and ISO 22301, you can be confident that good governance is in place. Are your facilities monitored 24x7 to ensure all is well? Do you have state-of-the-art smoke-detection and fire-suppression systems in place? Are failover solutions on standby for power and cooling? Colocation can mitigate the risk of any break in business continuity and maximise the speed with which you can restore systems.

Can you provide protection for your IT assets?

SECURITY

24-hour security staff, video surveillance and multi-layer physical security are standard data centre features. Do your in-house security arrangements provide strong protection for your company's assets? Do you have staff in attendance around the clock? Would the failsafe measure of housing your data and applications in a data centre, with automatic and robust protection, provide greater continuity for the business?



COLOCATION WITH INTERXION

Interxion (NYSE: INXN) is a leading provider of carrier and cloud-neutral colocation data centre services in Europe, serving a wide range of customers through over 35 data centres in 11 European countries. Interxion's uniformly

designed, energy efficient data centres offer customers extensive security and uptime for their mission-critical applications. With over 500 connectivity providers, 20 European Internet exchanges, and most leading cloud and

digital media platforms across its footprint, Interxion has created connectivity, cloud, content and finance hubs that foster growing customer communities of interest.