

Helping your customers future-proof digital transformation

The service provider guide to a hyperconnected world

CONTENTS

Introduction	1
Four challenges to keep an eye on as the IT environment changes	2
The model must be rethought from scratch	4
How can modern colocation meet your customers' future needs?	6
Help your customers in the change process – and make more business	7
Four good reasons for colocation as part of the IT strategy	8

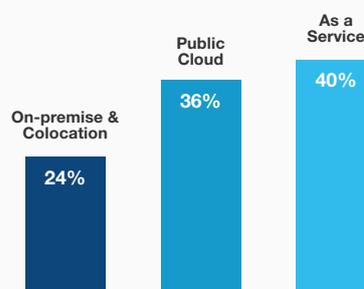
INTRODUCTION

At their 2018 symposium, Gartner predicted that by 2025, 80% of enterprises will have closed down their traditional data centres, vs. just 10% today. Instead, they will move their infrastructure from on-premises to cloud and colocation.

AVERAGE WORKLOAD DISTRIBUTION BY 2025

Workloads are shifting:

- On-premises migrating towards SaaS
- New cloud-enabled workloads
- Lift & Shift increasing
- On-premises relocating away from "corporate" data center
- Elastic footprint needed



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The move from on-premises to cloud is underway. Many companies are demanding hybrid and multi-cloud solutions to combine the flexibility and scalability of cloud with the high data security of a private infrastructure. With more and more companies choosing hybrid cloud solutions, new challenges and needs arise that must be addressed.

In this guide, we look more closely at these challenges and how service providers can help their customers in their digital transformation while also exploring new business opportunities and partnerships using the digital ecosystem found in hyperconnected data centres.

Its ultimate aim is to help you as a service provider, or system integrator, achieve new business opportunities using hybrid cloud, multi-cloud and colocation.

“ Hybrid and multi-cloud environments make great demands on speed and secure connection ”

Enjoy reading!

FOUR CHALLENGES TO KEEP AN EYE ON AS THE IT ENVIRONMENT CHANGES

1. Big demands for transformation in an increasingly connected world

In today's digital landscape the right partnerships, and the interaction between them, are crucial. This understanding is growing among service providers and system integrators as they start to see the possibilities and importance of interconnection between cloud platforms and IT environments.

The range of cloud services has evolved alongside requirements from simple applications and services

to entire systems and IT environments. Today, many customers need a combination of cloud services, proprietary solutions and third-party integrations to work together and be available on connected devices. This means that service providers now need to expand their portfolio and ensure interconnection between their private (and often on-premises) IT infrastructure and public cloud to stay competitive.



2. Multi-cloud increases security requirements

Many companies choose a multi-cloud strategy. According to a Right Scale study, a total of 59% use two-to-six different cloud environments (State of the Cloud 2018). This places completely new demands on security and the way we connect to cloud platforms.

One of the reasons for increasing security challenges is that cloud migration is not a one-off process: companies choose one cloud application at a time without having an overall strategy, and each

department may have its own solution. This makes the security image extremely complex, especially when we consider that this may only be the start of the development of unstructured multi-cloud and hybrid structures.

In light of this, the task for service providers and system integrators is often now to help customers navigate this new security landscape, orchestrating an increasingly complex IT infrastructure of multi-cloud and hybrid solutions.

3. The future is hybrid IT and services-as-a-service

A large number of business-critical (and often proprietary) systems cannot be moved to the cloud and must be handled in a local data centre. In most cases legislation or corporate compliance policies also set limits on cloud migration.

Today, the 'journey towards cloud' often results in a mix of private cloud solutions, public clouds,

colocation and various SaaS solutions working together in a complex ecosystem. Therefore, it is important that decisions are based on a well-thought-out strategy that also takes into account the company's local systems and how these must work together with the rest of the infrastructure in different clouds.

// *Today, the 'journey towards cloud' often results in a mix of private clouds, public clouds, colocation and various SaaS solutions, working together in a complex ecosystem."*

4. Uncertainty about future IT places new demands on delivery strategy

User requirements for a flawless delivery will always result in increasing demands on distribution. In a hybrid multi-cloud environment, the connections to and between various clouds and other IT services will be crucial to delivering the perfect user experience. Communication and interconnection between different platforms and cloud providers will be essential pieces

of the puzzle in gaining competitive advantage. In the future hybrid IT environment, delivery strategy becomes an increasingly important factor in meeting the requirements of economically advantageous and flexible solutions. This is one of the reasons why the need for neutral colocation with digital ecosystems has grown.

THE MODEL MUST BE RETHOUGHT FROM SCRATCH

New opportunities with hybrid IT

Find the right combination of platforms and IT environments

The combination of cloud solutions and local systems is determined by the specific needs and activities of each company. Even though the big cloud providers talk about a 'cloud-first' strategy – corresponding with the strategies of many companies – they often end up with a combination of cloud and local solutions.

Each strategy and technology has its advantages and disadvantages and provides different opportunities for development and integration.

With the right mix of platform, IT environment and colocation, it is possible to create a flexible, scalable and future-proofed infrastructure.



SaaS



PaaS



IaaS



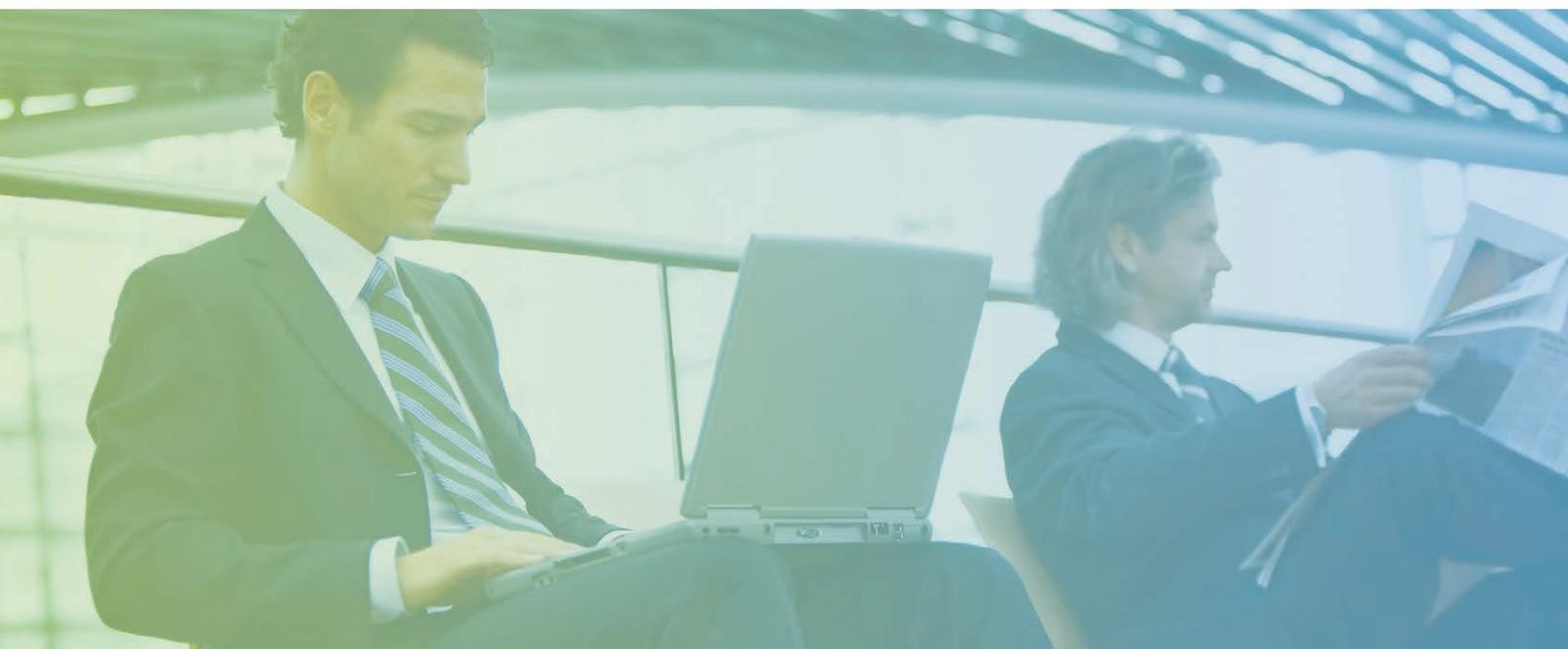
Colocation

Colocation is not itself a cloud service but plays a central role in the hybrid solution. A neutral data centre can enable private and public cloud environments to communicate and efficiently couple with the systems that have not yet migrated to the cloud. It can also help your customers cope with the new, more complex security challenges that arise with multi-cloud and hybrid solutions.

Discover new business opportunities in hybrid IT

With hybrid IT you can find new, more flexible combinations of solutions to offer to customers, opening up new business opportunities for you as a service provider and system integrator. A neutral data centre, specially adapted for efficient and secure interconnectivity, can help you to secure your customer deliveries, contributing to a more

scalable and better-adapted IT architecture that is more prepared for future needs. At the same time, the customer gets a good connection between their business-critical systems and cloud-based applications, and new business opportunities arise quickly through collaboration with other service providers in the data centre community.



Invest in sustainable digital services

By building your IT services in a colocation data centre, you have the opportunity to improve sustainability from day one. To maximise this, it's important that you make sure your colocation provider uses 100% green power and meets the highest industry standards. At the same time, they should work with sustainable design and also continuously improve their power usage effectiveness (PUE).

HOW CAN MODERN COLOCATION MEET YOUR CUSTOMERS' FUTURE NEEDS?

The right combination of IT environment, interconnection and interaction

A growing number of companies are seeing the benefits of colocation. Not only as a scalable and secure alternative to investing in their own data centres, but also because of the opportunities to connect local IT environments to other clouds and networks in the same data centre.

In addition to more obvious services, including physical server space, electricity supply, cooling, active collaboration on sustainability and quality assurance, a connected, provider-centric data centre at Interxion will also give you and your customer access to:

- Interxion's Cloud Connect platform – an automated platform for service providers that makes it easy to manage private direct connections to multiple cloud platforms, through high-performance and secure VLAN connections.
- Cross Connect – a safe way to exchange traffic with other businesses and networks in the data centre with minimal response times and a centralised Meet-Me-Room (MMR).
- Internet Exchange Point (IXP) – an internet hub and an important cornerstone for exchanging data between different internet and content providers. With Internet Exchange you can exchange traffic directly with content services through peering.

These communication services are important for creating an efficient, secure, and reliable hybrid solution.

HELP YOUR CUSTOMERS IN THE CHANGE PROCESS – AND MAKE MORE BUSINESS

Keep track of the driving forces

With neutral, hyperconnected colocation, you can help your customers take bigger steps in their digital transformation to achieve a flexible and future-proofed set-up. For you, it can also be a means of expanding your portfolio of services.

Individual companies often lack the resources and competencies to handle their transformation all by themselves. Instead, they turn to you as a service provider to get support for their change process. This makes it possible to offer advanced

solutions with neutral colocation by utilising third-party services at suppliers within the data centre community. In this way you can develop your offering according to your customer's needs to orchestrate a new, hybrid IT environment.

Just like your customers, you can also benefit from colocation as part of the systems and IT environment you run yourself. For example, if you offer a private cloud solution, your customers can easily be placed in close proximity to this.

“ Individual companies often lack the resources and competencies to handle their transformation all by themselves.”

Choose a delivery model that meets the customer's future needs

No one can know for sure how IT needs will evolve in the future, but we know that the pace of change and the need for more connections to new service providers, alongside quick connections between systems, will accelerate. It is therefore important to choose a solution that is as flexible and adaptable

as possible. You can help your customer to find the right solution by comparing different cost and delivery models based on their choice of IT platforms: both on-premises and through cloud. The strategy must provide room for adaptation to meet new needs without major revisions.

FOUR GOOD REASONS FOR COLOCATION AS PART OF THE IT STRATEGY



1. Better availability and higher performance

A neutral data centre, where many IT environments are assembled, already has the resources to secure good availability. This includes power supply, cooling, ventilation, and access to secure connections and network access. Service and service levels are guaranteed by SLAs, and there are resources for upgrading and monitoring internal and external networks. The same applies to initiatives within sustainability and the efficient use of resources.

2. High security, flexibility and sustained control

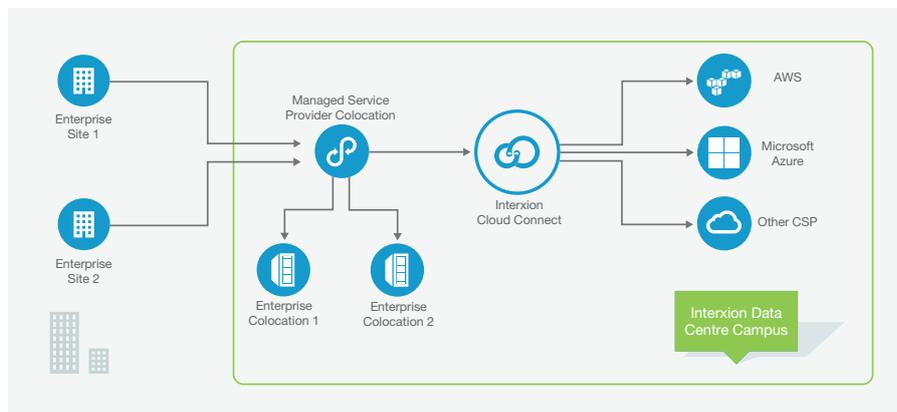
In a first-class data centre, procedures should be certified and controlled by external auditors. There must also be several layers of physical security controlling access to the plant, server room and server environments. Strict security routines with security staff working around the clock should be in place to help customers gain access and control over their IT environment. At the same time, it should be extremely flexible for both you and your customers, only requiring you to pay for the capacity used and scale up or down easily as needed.

3. Direct connections

Connectivity is at the heart of neutral colocation and one of the great value-add elements in today's digital business environment. Different direct connection options that cross connect for collaboration within the data centre (through the meet-me-room) mean that customers choose their location in a data centre to be in proximity to the other customers, service providers and/or cloud providers with whom they wish to connect and exchange data.

4. Get closer to the cloud

When you place your customers in the same data centre as hyperscale cloud platforms and local cloud solutions, you and your customers get a point-of-presence – and thus a competitive advantage. Data can easily be moved between local systems and cloud through a cloud connect platform, giving you control over your data all the way.



Cloud Connect from Interxion

By using a tailor-made service such as Cloud Connect, you can offer your customers private connections to one or more cloud providers. Cloud Connect provides high performance VLAN connections to multiple clouds, such as Microsoft Azure, Oracle Cloud Infrastructure, Google Cloud Platform, IBM Cloud and Amazon Web Services from a single physical connection.

Want to know more about how you can use the data centre to help your customers transform?

Email us at info@interxion.com or visit interxion.com

About 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 50 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 700 connectivity providers, 21 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. For more information, please visit www.interxion.com

Data centre services across Europe



www.interxion.com
customer.services@interxion.com



International Headquarters
Main: + 44 207 375 7070
Email: hq.info@interxion.com

European Customer Service Centre (ECSC)
Toll free Europe: + 800 00 999 222 / Toll free US: 185 55 999 222
Email: customer.services@interxion.com

Cofounder: Uptime Institute EMEA chapter, **Founding member:** European Data Centre Association, **Patron:** European Internet Exchange Association, **Member:** The Green Grid, with role on Advisory Council and Technical Committee, **Contributor:** EC Joint Research Centre on Sustainability, **Member:** EuroCloud.

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