



L O N

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Infopaper

A GLOBAL FINANCE AND TECHNOLOGY POWERHOUSE

As the fifth largest urban economy in the world, London is a business powerhouse and force to be reckoned with on the global stage.

Strategically located in central London between the square mile, the centre of global finance, and Tech City, the third largest technology startup cluster on the planet, our London data centre campus offers state-of-the-art colocation and interconnection services to the world's most innovative business

8.6m

Close to 8.6m people and
976K businesses.



24% of all the UK's
IT-related jobs are nearby.

54,000

54,000 big data
workers within 25 miles.



The Place To Be

- Home to three-quarters of the Fortune 500

Fuelling Innovation

- 1,000 new technology investment projects since 2005

A Digital City

- More than 3,200 tech companies per sq km in EC1

Skyrocketing Demand

- More than 4 million sq ft of new office space under construction

WHY CENTRAL LONDON COLOCATION?

Connectivity

A global hub for networks, peering exchanges and cloud providers, central London offers the most dense and diverse connectivity in the UK.

- Slash connectivity costs by 25%
- Reduce latency with close physical proximity to end users. Every extra 100ms of latency costs 1% of sales
- Improve connections to the public cloud. Building private links to leading cloud platforms from inside your colocation provider offers superior performance, without compromising on reliability or security



Slash connectivity costs
by 25%



90+ connectivity providers
only a cross-connect away

Location

Colocating in central London ensures minimal overheads and maximum convenience.

- 53% of organisations cite 'ease of access' as the leading benefit of a London data centre
- Having access to skilled engineers 24/7 increases availability, resilience and security
- The cost of downtime is \$7,900 per minute. Keeping crucial infrastructure close to your offices allows you to be on-site within minutes to install, upgrade or repair business-critical systems

Application Performance

Central London is the logical place for your critical infrastructure and most demanding applications.

- Proximity to 16,580 businesses and 7.5 million broadband subscribers
- Data generation will rise 4300% by 2020
- Ensure 99.999% uptime

3,200

Home to Tech City, the 3rd largest technology start-up cluster in the world with 3,200 tech companies per km².



INTRODUCING LON3, LONDON'S ONLY CENTRALLY LOCATED, READY FORMED DATA CENTRE COMMUNITY

LON3 gives the City's innovators the opportunity to connect, exchange data, and transform their business infrastructure.

Connect

Our London data centre campus provides customers with more than 90 connectivity providers just a single cross-connect away, giving you the choice and flexibility that suites your business requirements.

Exchange

Our interconnection services enable you to exchange data with your partners, suppliers and customers in microseconds.

Transform

With dedicated highways to the public clouds just a cross connect away, you can create the ideal hybrid cloud environment to enhance productivity and performance while maintaining optimal security.



53% of organisations cite
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WILL CENTRALISATION BENEFIT YOUR BUSINESS?

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 45 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 600 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

For more than 18 years we've been where London's digital community connects. Our state-of-the-art carrier and cloud neutral facilities provide highly secure, scalable infrastructure, linking customers to the partners, suppliers, networks and cloud platforms they rely on.

To find out what LON3 can offer your business, visit:
www.interxion.com/locations/london/lon3

Enterprises

By colocating in central London, you can capitalise on the agility and cost-savings of the public cloud.

- Easily connect to leading cloud platforms, like Azure, AWS and SoftLayer.
- Build and manage private links to multiple clouds through a single, secure connection.
- Harness the cloud to control costs, while ensuring security and performance.

Content Distributors

Our London data centre campus provides the ideal platform from which to ingest, store, cache and distribute content in one of the world's most densely populated media markets.

- All major CDN's on site.
- London Internet Exchange (LINX) core node.
- Over 90 connectivity providers

Connectivity Providers

Low-cost access to national and international peering nodes is an essential starting point, making colocation in central London ideal.

- Access to LINX, LONAP and BT peering nodes.
- Traffic exchange with 700+ ASNs.
- A geographically diverse location powered by separate substations.

Financial Traders

Central London is the ideal location to trade on the capital's markets, allowing customers to execute their European trading strategy through its proximity to financial exchanges and high-performance links.

- MiFID II compliance support
- Smart order routing
- Market data aggregation



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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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