



# Optimizing Manufacturing Data Exchange

**Data-Driven Digital Transformation**

Pervasive Datacenter Architecture (PDx™)

**SOLUTION BRIEF**



# Optimizing Manufacturing Data Exchange

Over our 15+ year history, we have assembled the largest global platform of multi-tenant datacenter capacity<sup>1</sup>, while operating the second largest carrier neutral interconnection platform in the world.<sup>2</sup>

We are privileged to serve more than 4,000 customers across 23 industries, representing some of the largest and most innovative companies globally.<sup>3</sup>

These customers continue to solve the most complex infrastructure, connectivity and workflow use cases across technologies like network peering, hyperscale, low-latency, HPC/Big Data and artificial intelligence. We witnessed a growing trend among the multi-national customers, each deploying and connecting large private data infrastructure footprints across multiple global sites. This drove us to understand more.

We conducted research, built a global database and cracked the code on how to measure, quantify and

forecast the growing intensity of the enterprise data creation lifecycle and its gravitational impact on IT infrastructure. We published our findings as the Data Gravity Index™, an annual report to facilitate industry dialogue and assist both our Enterprise and Service Provider customers as they shift their infrastructure strategies to address challenges presented by Data Gravity.<sup>4</sup>

Today, we are taking the next step, by publishing our “Pervasive Datacenter Architecture (PDx™) Solution Brief – Optimizing Manufacturing Data Exchange” – a solution strategy for manufacturing companies to address both industry specific business challenges and overcome Data Gravity barriers.

The solution brief provides manufacturing business and technology leaders a codified strategy and solution approach to implement data driven digital transformation, obtain competitive advantage and unlock new growth opportunities.

1. 451 Research, Market Forecast, Leased Datacenter Global Providers, 2020. Capacity measured in terms of operational square footage.

2. Synergy Research Group; Second largest carrier neutral interconnection global

3. Digital Realty Trust, Inc. Form 10-K 2022, filed in 2022

4. Digital Realty Market Intelligence & Analytics, The Data Gravity Index DGx™, Vol. 1.5, Dec. 2020

#optimizingmanufacturingservicesdataexchange #datagravity #platformdigital #aibasedbanking #aibasedinsurance #aibasedinsurance #aibasedtrading #centersofdata

# Strategy Model – Optimizing Manufacturing Data Exchange

## Industry challenges

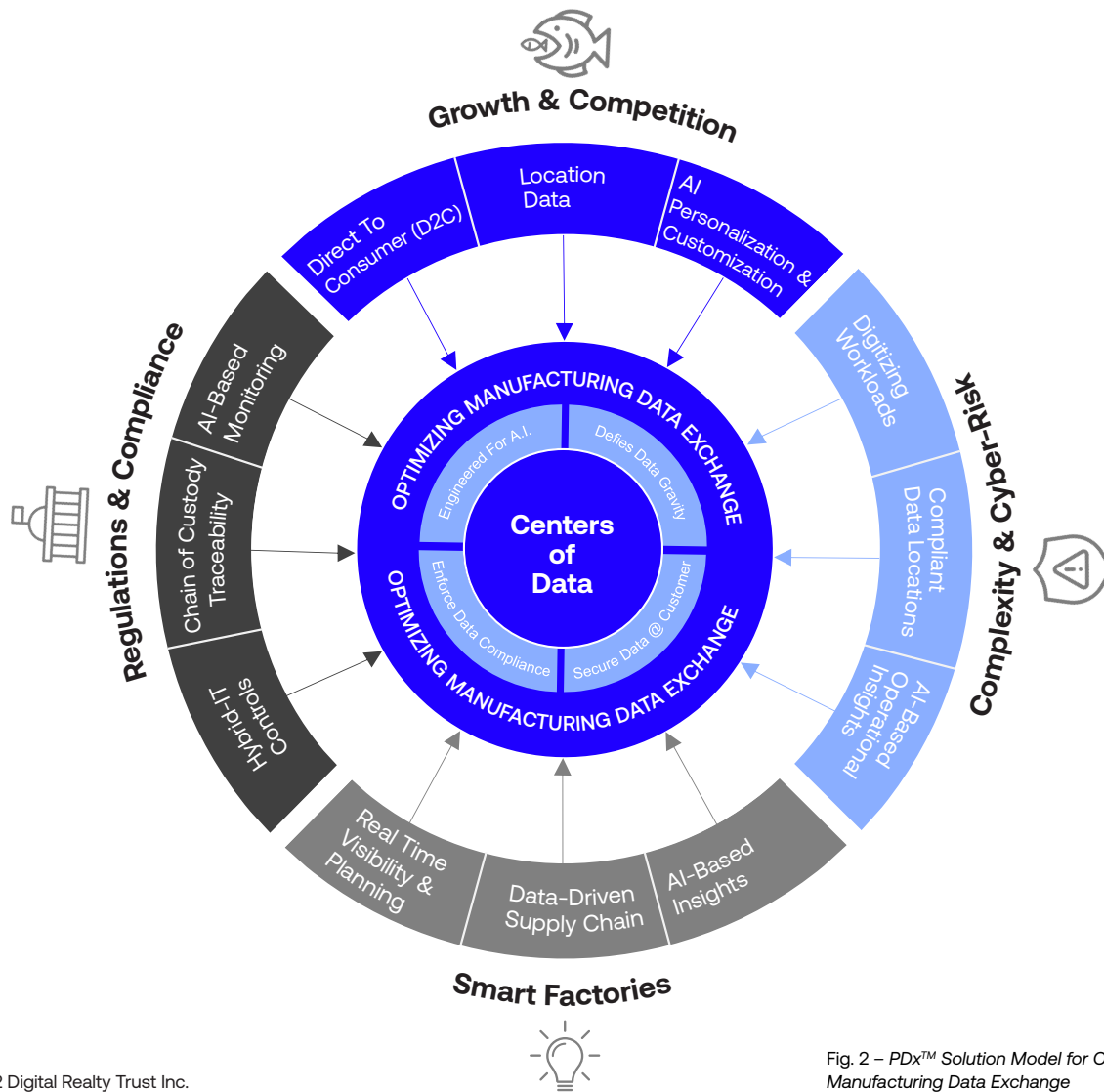
## Data-driven business strategies

## Data infrastructure barriers

## How optimizing data exchange strategy helps



# Solution Model – Optimizing Manufacturing Data Exchange



## PDx™ Solution Model For Optimizing Manufacturing Data Exchange

The digital economy is remaking manufacturing organizations, transforming how they create and deliver value.

To succeed, manufacturing organizations require a business platform that operates ubiquitously, and on-demand, augmented by real-time intelligence to best serve customers, partners and employees via digitally-enabled interactions across all channels, business functions and points of business presence.

To enable this business platform requires a data-centric infrastructure architecture designed to:

- Defy Data Gravity;
- Secure data near the customer;
- Enforce data compliance;
- Be compatible with AI architecture

When implemented on PlatformDIGITAL®, manufacturing companies can realize their target state architecture, optimize data exchange and achieve unique value including:

- **REDUCING RISK** – with secure data exchange
- **LOWERING COSTS** – reduction of bandwidth and duplicated infrastructure
- **GROWING REVENUE** – through unbounded data analytic performance

# Appendix

# Global Data Gravity Intensity Forecast: Manufacturing

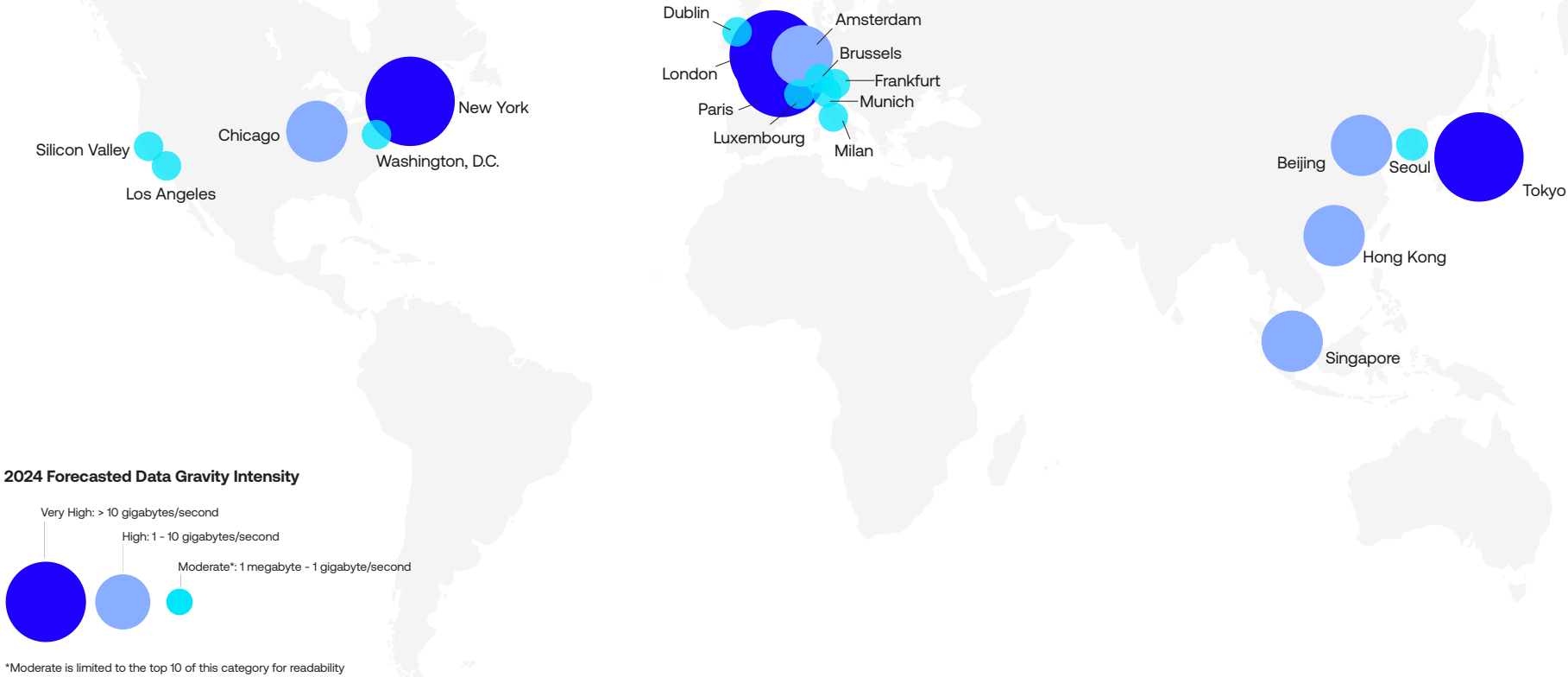
Global  
Data Gravity  
intensity

Manufacturing

144%

CAGR  
through 2024

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[datagravityindex.com](https://datagravityindex.com)





## About Digital Realty

Digital Realty brings companies and data together by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company's global data center platform, provides customers with a secure data meeting place and a proven Pervasive Datacenter Architecture (PDx™) solution methodology for powering innovation and efficiently managing Data Gravity challenges. Digital Realty gives its customers access to the connected data communities that matter to them with a global data center footprint of 310+ facilities in 50+ metros across 25+ countries on six continents.

To learn more about Digital Realty, please visit [digitalrealty.com](https://digitalrealty.com) or follow us on **LinkedIn** and **Twitter**.



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