interxion™

COLOCATION IN THE CAPITAL PUTS YOUR BUSINESS AT

# THE HEART
## OF SOMETHING SPECIAL

**8.6**M PEOPLE [1] | **22**% BRITISH GDP [2] | **976**K COMPANIES [3] | **1.2**% OF WORKFORCE [4]

As the fifth largest urban economy in the world, London is a business powerhouse and force to be reckoned with on the global stage. The cast iron dragons watching The City of London's boundaries are an appropriate symbol: they guard legendary treasures and central London is undoubtedly the jewel in the UK's economic crown.

1. BBC News, London's population hits 8.6m record high, 2015: http://www.bbc.co.uk/news/uk-england-london-31082941
2. City of London, FAQs about the City: https://www.cityoflondon.gov.uk/business/economic-research-and-information/statistics/Pages/research-faqs.aspx
3. House of Commons Library, Business Statistics, 2015: www.parliament.uk/briefing-papers/sn06152.pdf
4. Workforce figures from The Office of National Statistics, 2016:
   http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/february2016

## 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

For digital businesses, central London offers unique advantages and opportunities:

- ✓ A critical mass of consumers
- ✓ High density of corporations
- ✓ Robust infrastructure and connectivity

With highly connected IT in the heart of London, your business won't just be able to meet the requirements of today, it'll be ready to capitalise on the full potential of tomorrow.

# WHY CENTRAL LONDON?

If you're a connectivity intense business with end users in London, colocating in the heart of the capital should be a no-brainer. **77% of IT leaders**[5] say London is a critical data centre location, with a presence in the City desired **most.**

## CONNECTIVITY

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

### Central London colocation facilities: up to 300 networks on site. Elsewhere: less than 10.

With carrier-neutral colocation in the heart of the capital, you'll have access to the widest range of network providers, letting you choose the best option for your business.

### Slash connectivity costs by 25%.

Colocation facilities attract communities of interest, meaning the right carrier is just a cross-connect away with no need to establish a costly metro or national tail circuit.

### Every extra 100ms of latency costs 1% of sales[6].

Physical proximity to customers means minimal latency to the maximum number of end users.

### Hundreds of suppliers, partners and customers are just a cross-connect away

Colocate in central London to access communities of interest that support business growth and innovation.

### 90% of companies cite linking on-premise and cloud-based workloads as the biggest barrier to hybrid cloud[7].

Build private links to leading cloud platforms from inside your colocation provider for superior performance that doesn't compromise on reliability or security.

### Access new carrier services up to 18 months before competitors.

Carriers trial new services in central London first to accelerate ROI. Steal a march on competitors with early access to these innovations.

## INTERCONNECTION

Central London's unmatched connectivity breeds new opportunities.

5. Interxion survey, conducted by Vanson Bourne in October 2016

6. Apica, Application Performance as a KPI for e-business, 2016

7. Interxion survey, conducted by Vanson Bourne in October 2016

## Office space in central London costs a record-breaking £55.34 per sq ft.

Free up costly central London office space with no need for on-site servers and turn CAPEX into OPEX.

## Skilled 24/7 engineers.

Put your infrastructure in expert hands: purpose-built colocation facilities increase availability, resilience and security.

## 53% of organisations cite 'ease of access' as the leading benefit of a London data centre[8].

A regional data centre may allow you to cut costs, but it also can cause inconvenience and delays.

## The cost of downtime: $7,900 per minute[9].

Keep crucial infrastructure just a stone's throw from your offices to be on-site within minutes to install, upgrade or repair business-critical systems.

## LOCATION

Colocating in central London ensures minimal overheads and maximum convenience.

## APPLICATION PERFORMANCE

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

## Proximity to 16,580 businesses and 7.5 million broadband subscribers[10].

The impact of latency on your applications and services can be dramatic. Maintain an exceptional end-user experience with close proximity to central London's businesses and Internet Service Providers.

## Data generation will rise 4300% by 2020[11].

Central London's highly-connected colocation facilities can flex and scale with the growing demands of your users and applications.

## Ensure 99.999% uptime.

Strict SLAs from colocation providers for performance and availability guarantee your business can keep doing business.

8. Interxion survey, conducted by Vanson Bourne in October 2016

9. Data Center Dynamics, One minute of data center downtime costs US$7,900 on average, 2013

10. City of London, FAQs about the City, 2016

11. CSC, Big Data Universe Beginning To Explode, 2012

# WILL CENTRALISATION BENEFIT YOUR BUSINESS?

With 1,500 customers spanning a diverse range of sectors, Interxion has a long
heritage of providing advice on the right infrastructure strategies.
Here are the top four use-cases we believe benefit most from staying central.

## ENTERPRISES

For enterprises, the public cloud holds the key to **lower costs and superior agility**, but not all workloads can make the leap.

At Interxion, we're seeing a clear move to **hybrid IT:** a strategy that combines the security and performance of on-premise infrastructure with the public cloud's agility and cost-savings.

By colocating in central London, you can **take the potential of the cloud further** - directly connecting private infrastructure to a multitude of platforms.

Named **colocated hybrid cloud**, this approach lets you tap into the best of both worlds:

✔ **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.**
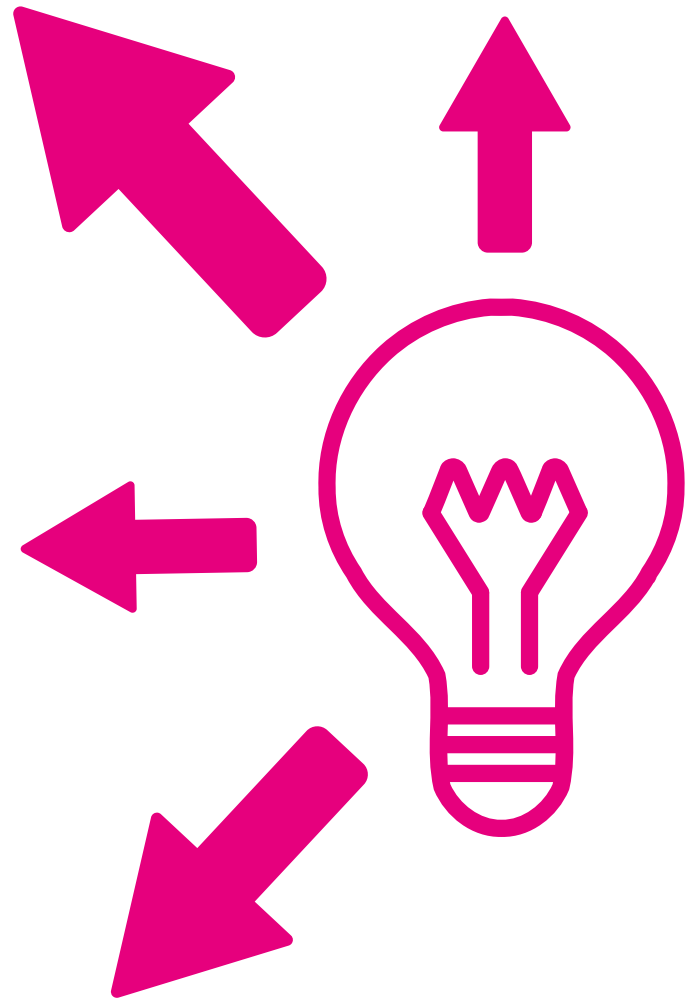
## CONTENT DISTRIBUTORS

From video-on-demand to online gaming, the **skyrocketing popularity of digital content** is causing content owners, broadcasters and distributors to strain at the seams.

To stay competitive, content distributors need to reach the **widest possible audience** while maintaining an **exceptional end-user experience.**

Colocating in central London brings direct access to one of the world's **most densely populated media markets,** as well as the lowest possible latency to millions of consumers.

Our London data centre provides the ideal platform from which to **ingest, store, cache and distribute** content:

✔ **All major CDN's on site.**

✔ **More than 90 connectivity providers.**

✔ **London Internet Exchange (LINX) core node.**

✔ **A thriving community of potential partners.**

## CONNECTIVITY PROVIDERS

In a hyper-competitive market, carriers and ISPs need to build the best possible network architectures to meet customer requirements more simply and cost effectively.

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

However, **resilience** is equally important. Even minutes of downtime can dent revenues and cause customer churn.

At Interxion, we deliver:

✔ **Access to LINX, LONAP and BT peering nodes.**

✔ **Traffic exchange with 700+ ASNs.**

✔ **A geographically diverse location:**

   - **3 miles away from the Docklands.**
   - **Outside the Thames flood zone.**
   - **Powered by separate substations.**

# FINANCIAL TRADERS

In high-frequency trading, milliseconds - and even microseconds - matter.

That's why our customers focus on central London as the ideal location to **trade on the capital's markets,** or access European financial hubs like Zurich and Frankfurt.

Interxion's geographical proximity to the London Stock Exchange, its equidistance between the key hosting centres of Slough (BATS, TOM) and Basildon (ICE Futures/Liffe), and access to microwave connectivity via McKay Brothers to the Frankfurt corridor (Eurex) – the market's fastest – make it unequalled in terms of European trading venue access.

This central location yields major speed advantages for multi-venue trading strategies and enables optimal order book aggregation / consolidation under MiFID II. Interxion's London data centre also houses all the major POPs for connectivity to Europe's major exchanges, multilateral trading facilities (MTFs) and broker routing systems.

Interxion's community of ISVs – offering time-synchronisation, time-stamping and order aggregation, to pre-trade risk controls and more – provide on-site access to key value-added services enabling high-performance trading and regulatory compliance under MiFID II.

The Interxion London Financial Services hub is one of the most established data centre communities in Europe, allowing customers to execute their European trading strategy through its **proximity and high-performance** links.

In turn, we are also seeing customers benefit from the **services and skills available from our close-knit community** of more than 100 capital market participants.

Our financial community can boost the chances of success for any new entrant to the sector, offering services such as:

✔ **MiFID II compliance support**

✔ **Smart order routing**

✔ **Market data aggregation**

✔ **Atomic time-stamping**

# CAPITALISE ON EMERGING TRENDS

Centralising your data centre strategy doesn't just bring advantages today. Boasting robust infrastructure alongside a dense population, a central London location means being first in line when rolling out new technology amongst a developed community of customers and carriers. The perfect sandbox for new innovations.

**€25m smart city investment**

**5G mobile tests**

**Trialing 100 driverless vehicles**

**As digital transformation continues to redefine what's possible, central London is the best place to explore the potential of skyrocketing data and connectivity.**

If you need skilled people to help you on this journey,
the capital has you covered:

✔ **54,000 big data workers within 25 miles**[12]

✔ **24% of the UK's IT employees**

✔ **4x more digital professionals**

**65% of tech companies cite access to skills as a crucial benefit of locating in the capital**

With a colocation data centre in the heart of the capital, your business can pilot its own projects, or be amongst the first to find new opportunities inside emerging technologies and services.

12. Tech City, Investor information, 2016

# GROW FROM THE CENTRE

Today, data gravity continues to pull new businesses, services and applications into the capital at an ever increasing rate. If your business wants to take advantage of central London's unrivalled mix of technology, investment and people, colocation in the heart of the capital is the logical choice for your critical applications and infrastructure.

Central London is a creative melting pot of ideas, communities and capabilities, where anything is possible. Isn't that where your business belongs?

- 80 connectivity providers a single cross-connect away
- Powered by 100% renewable energy
- Industry leading 99.999% SLAs

**CENTRAL LONDON LOCATION**

- Highly skilled, multi-lingual professional workforce
- 7 miles from City airport 25 miles from Heathrow
- Close to public transport links

## Interxion offers London's only centrally located data centre campus.

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

### INDUSTRY ASSOCIATIONS

**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

### ACCREDITATIONS

ISO 22301 Business Continuity Management

ISO/IEC 27001 Information Security Management

bsi. ISO 22301 Business Continuity Management

BCMS 560099

bsi. ISO/IEC 27001 Information Security Management

IS 537141

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