IN 2022 AND BEYOND, IT IS ALL ABOUT THE DATA

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The pandemic-era acceleration of digital transformation exposed multiple IT challenges for enterprises – and one of the biggest is maintaining business continuity while managing growing volumes of data across myriad applications and rapidly scaling platforms.

As we head into 2022, enterprises are continuing to ramp-up applications and platforms as they accelerate their digital transformation and at the crux of this all is data. The sheer volume of data being created daily has led to a new phenomenon: Data Gravity, or the concept of data becoming so unwieldy that it starts to generate its own mass. This can be compared to the way a planet exerts its own gravitational pull-on nearby moons, planets, and stars. The accumulation of data makes it harder to move. This can cause management complexities and can hinder digital transformation.

> " As the weight of enterprise data intensifies, smart CIOs will nurture a data-first approach to infrastructure "

To keep up with the pace of change, physical infrastructure is required at the backend leading to a convergence of the digital and physical world. This convergence needs to be addressed globally (data centre) and locally (physical infrastructure), a requirement that is also termed as 'glocal.'

Digital infrastructure requires deployment on physical architecture that brings endpoints and users on mobile devices together. The physical and digital world must bring traffic from the physical infrastructure closer to the user. As data creation amplifies, the infrastructure and applications needed to process, aggregate, and enrich it must be brought closer to the data for maximum benefit.

At Interxion: A Digital Realty Company, we see the power of 'Glocal' and it is fast becoming fundamental to building a data-centric, hybrid IT environment that is rapidly redefining the way your business operates.

GLOCAL INNOVATION

Glocal infrastructures require a new approach to enable enterprises to interconnect global communities around their most strategic assets – data.

One that moves beyond cross-connections and traditional interconnection backhaul, giving way to an era of open, pervasively connected data communities colocated at centres of data. It forces a shift to a data-centric architecture, where data is at the centre of the architecture and integration is the challenge.

Digital Realty's Data Gravity Index showed Data Gravity intensity growth across 53 global metros by a compound annual growth rate of 139% globally through 2024. IDG indicates data volumes are growing at an average of 63% per month, and by 2025 over 463 exabytes of data will be created each day. As more applications create more data and more data needs to be exchanged with more applications, the gravitational effect of the data increases in volume, velocity, and scale. Think about that on a global scale.

Current backhaul architectures simply aren't able to solve Data Gravity challenges. An inverted data-centric architecture deployed at points of presence in neutral, multi-tenant data centres is needed to deliver fit-for-purpose digital infrastructure.

As a global multi-tenant data centre platform provider, we bring together connected data communities to help customers adapt and address challenges associated with IT deployment, data localisation, AI development, exchange optimisation and Data Gravity on our pervasive data centre platform, PlatformDIGITAL®.

Through a data-centric glocal architecture local copies of private, shared and public data sets can be integrated as part of decentralised workflows which originate and traverse across multiple internal and external platforms, with the ability to support policy enforcement controls, standardise security, real time analytics, and interactive cross-platform orchestration.

As digital transformation continues to accelerate through 2022, CIOs will need to optimise Hybrid IT strategies and deliver truly glocal infrastructures.

DATA DRIVES CONNECTED DATA COMMUNITIES

Building glocal digital infrastructure enables competitive advantages with connected data communities: as CIOs rebuild and redistribute business application architectures to counter the effects of data gravity, the business will benefit from the creation of connected data communities unified by their common interest in the data.

Because they are heavily connected to cloud applications, companies' on-premises environments and global networks can mirror the structure of the business – providing new ways to conceptualise business relationships around the data.

An electric car manufacturer, for example, might store masses of design, testing, engineering and other data at the centre of an extended connected data community that also includes component manufacturers, outside engineering consultancies, state and federal safety regulators, battery manufacturers and others.

Retailers will also benefit from connected data communities, as their increasingly omnichannel strategies require digital operations that produce masses of data – on customer preferences, click-through patterns, personalised buying recommendations, repeat purchases and so on. By bringing suppliers, manufacturers, advertisers, loyalty programme operators and other partners into the connected data community, those partners can work from shared data sets to develop critical new services.

If you have one overriding goal for 2022, it should be to aim to eliminate the technological disconnect between on-premises and cloud infrastructure– with glocal, hybrid IT environments that revolutionise the way your business creates and delivers value.

With PlatformDIGITAL, Interxion is creating a glocal infrastructure that will benefit your entire business ecosystem as connected data communities drive previously unthinkable levels of collaboration, security and compliance, innovation and growth. It's a leap that more and more enterprises will be making as they pivot to the future of digital transformation with a data-first, hybrid IT.