



How to Choose the Right Colocation Provider



HOW TO CHOOSE THE RIGHT COLOCATION PROVIDER

Is your business built for scale? With the right colocation partner, your IT environment can be an engine of revenue growth.

IT can change the scope of your business, allowing you to add on new services to appeal to more customers. It can also change the scale of your business, meaning you can reach more customers in new markets.

A revenue-driving IT strategy matches technology infrastructure to business objectives. For example, if you want to add customers in a new geographic market, you need to acquire the local IT resources to serve that market. These strategic scenarios encourage many global businesses to think harder about how their data centre infrastructure supports their business.

Enter colocation, which offers better control over IT strategy. You gain the flexibility to decide how and where to scale IT resources in support of your business objectives. You also gain full control over how you secure sensitive information, manage IT consumption and cost, and provision connectivity to multiple cloud providers.

The point is, you have the power of choice, plus the visibility to monitor and make changes at your own pace.

Picking the right colocation provider is a strategic decision. You'll need a partner that not only checks the boxes in terms of operational excellence, but one that can also help you achieve your goals. Here's what you need to know.

CONSIDERING COLOCATION

Why opt for a third-party data centre? Here's what you gain by working with a colocation partner.

Control – You retain full control over your infrastructure, plus enhanced visibility of service consumption through the supplied service level agreements, measurement and reporting services.

Flexibility – Better visibility means you can match IT spending more appropriately to consumption. Colocation providers also share operating costs between all of their customers, saving you money.

Connectivity – For the lowest latency and widest reach, work with a data centre provider who gives you the freedom to choose carriers, ISPs, Internet Exchanges and other network service providers.

Scalability – Adding server capacity in your own data centre involves building for more space, power, and cooling. In a colocation data centre, it's much more agile. You can do it yourself, straight from an online customer portal.

Community - The right data centres put you in close proximity to suppliers and partners in your space, which makes it easy to work together on operational or commercial tasks. For example, as a finance hub, London is a perfect IT community for financial firms and the community that supports them.

Location – Colocation can also put you right at the heart of the community you serve. With your IT geographically closer to your customers, you can offer the better performance and service quality.

Security – Third-party data centres take care of all of the security considerations needed to protect your assets. That includes 24-hour security staff, video surveillance and multi-layer physical security.

Skills – If you need local IT help, you can tap into the support team at a third-party data centre on-demand. This keeps support costs manageable, since you only pay for what you use.

Reliability – Third-party data centres build in redundancies to ensure low latency, continuous service delivery and guaranteed performance. Service level agreements keep everyone accountable.

Sustainability – Is a lower carbon footprint a priority for your business? By leasing space in a shared facility that continually invests and improves its consumption of renewable energy, you can lower your carbon footprint.

Types of Colocation Providers

Wholesale – Providers that offer full or partial data centre space, but leave you to supply your own hardware, cabling and support

Retail – Providers that offer space plus power, cooling, racks, networking services and support

Carrier-owned – Some telcos provide colocation space and support plus connectivity, though it's exclusively available through their network

Network-neutral – The same as retail, but unlike telco-provided colocation, you get your choice of a full range of connectivity providers, plus the benefits you'd expect: cooling, power, services and more.



FINDING THE RIGHT DATA CENTRE PROVIDER

Not every data centre provider is the same. Look for a colocation provider that checks all of the boxes below.

Data Centre Environment

Space

Does the provider offer modular packages that let you flexibly add cabinets, cages and private rooms at your pace and budget?

Does the data centre provider have a track record of investing in new space for expansion?

Does the provider offer test lab environments for you to rapidly build, develop and trail cloud services?

Power

Is power supply sufficient and reliable?

Does the facility use a 2N Uninterruptible Power Supply system (UPS)?

Are dual power sources standard?

Cooling

Does the facility have smoke detection, fire suppression and separation between data and power cables?

Does the facility keep hot and cold air separate to maintain temperature?

Are redundant solutions on standby for power and cooling?

Does the facility maintain a low Power Usage Effectiveness (PUE)?

Does the facility invest in continual sustainability improvements and energy innovations, such as the use of seawater or groundwater cooling methods, or adiabatic cooling?

Security

Does the facility have 24/7 security, with restricted access only for authorised personnel?

Is there video surveillance and multi-layer physical security?

Does the provider hold accreditations for data security or others that are essential for your sector?

Operational Excellence

Does the facility back its power and availability by a 99.999% service level agreement?

Is the provider certified for ISO 27001 and ISO 22301? Does it follow quality ITIL processes?

Connectivity and Reach

Access

Does the provider offer access to the right networks, ISPs, CDNs and internet exchanges?

Does the provider offer SLA-guaranteed connectivity and uptime, with low latency, jitters and bandwidth?

Footprint

Does the provider offer facilities that are centrally located within urban environments – not on the city's outskirts?

Does the provider offer facilities in the right geographic locations that allow you to offer reliable connectivity deep within your target market?

Does the provider support high-density deployments?

Cloud Access

Does the provider's network offer low latency connectivity into key hyperscale cloud service providers?

Does the facility offer direct and secure access to your cloud service provider?

Would you be able to cross-connect access to the wider cloud community – not just hyperscale cloud providers?

Experience and Approach

Sector Experience

Has the provider successfully supported other similar companies in your field?

Can the provider offer unique expertise for your industry, including compliance knowledge?

Community

Are there communities of interest available where you can share operational and commercial benefits with other similar companies, for example key communities in financial services and trading?

Track Record

Can the provider back up their services with case studies and testimonials demonstrating success?

Has the provider been recognised with awards for data centre innovation, operational excellence and energy efficiency in IT?

Skills and Support

Does the provider offer local support staff that you can use on an on-demand basis?

Does the provider offer a web-based customer portal to manage your services?

Is there a centralised European service centre with 24/7 support?



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- Data centres in 11 countries across Europe
 - Multiple communities of interest to bring together partners, customers, suppliers
 - Technology flexibility from proximity to communities of interest
 - Industry-leading service available in a customer-first approach
 - Innovative data centre design, build, operation and maintenance
 - Focused on sustainability and green IT to reduce carbon footprint
 - Centralised European Customer Service Centre with 24-hour technical support from a multilingual team

COLOCATION WITH INTERXION

Interxion helps Europe's digital leaders take control of their IT.

We provide premium carrier and cloud-neutral data centres and managed services to more than 1,700 enterprises, content providers, mobile service providers, and hosting and telecommunications companies. With more than 45 sites across Europe, we give you the power to transform your hybrid IT strategy. Benefits include:

Agility

- With Interxion, you can scale capacity or adjust IT resources quickly to meet changing customer or operational requirements.
- Pick from more than 450 cloud service providers – from hyperscale to niche, from regional to local.

Connectivity

- Great connectivity offers ideal experiences to more customers. Interxion offers the highest density of connectivity providers of any European data centre operator.
- Reach more than 90 percent of European broadband users with your choice of more than 700 connectivity providers and 25 internet exchanges across 13 major European cities.

Performance

- Great network performance builds customer trust. We ensure performance through direct interconnection to the cloud platforms of your choice, including Microsoft Azure and Amazon Web Services.
- Future-proof your IT environment, with access to local experts who can help you build a custom-fit solution to meet performance requirements now and into the future.

Security

- Our facilities include multi-level physical security, 24/7 on-site security, surveillance cameras, private suites, and multiple layers of redundancy for power, cooling and fire-suppression.
- We also reduce IT risk by interconnecting to the cloud within the same data centre. You gain secure connections backed by a 99.999% SLA.

Flexibility

- Reach more customers and grow revenue potential by leasing data centres in more parts of the world, without over-investing capital in expensive data centre build and management.
- Gain financial flexibility through a single connection to your cloud environment, which can reduce overall networking costs by 30 to 50 percent.



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 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



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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.

Interxion is compliant with the internationally recognised ISO/IEC 27001 certification for Information Security Management and ISO 22301 for Business Continuity Management across all our European operations.
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