

# Why Channel Partners Choose CoreSite

When you join forces with CoreSite, you are positioned to create long-term recurring revenue streams – whether you offer hardware, digital platforms or network services.

## CORESITE MAKES YOU LOOK GOOD

We are an extension of your business, an A+ player committed to making you look good. That means hitting delivery dates. Open, frequent and accurate project management during implementation. Customized deployments that compel customers to renew contracts, add more services and make referrals.

## A WINNING COMBINATION: INDUSTRY EXPERTISE + OPERATIONAL EXCELLENCE = A BEST-IN-CLASS EXPERIENCE

What's our formula for mutual success? We combine 20+ years of custom hybrid IT deployments with data center operational excellence and commitment to customers. The result is bigger deals and "sticky" relationships forged through stellar experiences.

### IT INFRASTRUCTURE/DATA CENTER DIFFERENTIATORS

**Native Cloud Onramps** – Direct connection to all major public clouds

**Interconnection Solutions** – Open Cloud Exchange®, Any2Exchange® Peering Platform

**High Density** – Ready for AI/ML, analytics, GPU, virtualization, 5G

**Scalability** – From cabinets and cages to private suites and build-to-suit options, customers have the ability to grow footprint with their business

**Low Latency** – Enterprise direct-to-cloud connectivity and network density drive workload performance consistency, even at the edge

### CORESITE COMPANY DIFFERENTIATORS

**Hybrid Cloud Experts** – 10+ years orchestrating private and public cloud solutions

**Robust Digital Ecosystem** – The hub for interconnection to customers and partners

**Partnership** – Easy-to-work-with sales, engineering, ops and vendor services teams

**Wholesale and Retail** – Flexibility to meet the vast set of density needs

**Campus Approach** – 28 hyper-interconnected data centers in 10 major markets

## Strategic Ally Ready for Next-Gen Digital Transformation

We understand industry-specific challenges as well as the fact that each of your customers has unique infrastructure requirements. Highly interconnected colocation data centers are the foundation for a future-ready, modern IT infrastructure – with the performance required by your customers today and the flexibility to adapt as digital transformation continues to evolve.

**2x**

Net data center absorption rates nearly tripled and the construction pipeline grew 2X+ in 2022.<sup>1</sup>

**5 billion+**

5G networks hit 1 billion+ users, fastest adoption ever; should reach 5 billion by 2030.<sup>2</sup>

**23.4%**

The global XaaS market CAGR is 23.4% from now to 2029.<sup>3</sup>



### THE DEMAND FOR WHOLESALE AND RETAIL DATA CENTER DEPLOYMENTS JUST KEEPS GROWING.

CoreSite operates 28 data centers in 10 key markets, offering more than 4.7 million square feet of space with new construction projects in Silicon Valley (SV9), Los Angeles (LA3), Northern Virginia (VA3) and New York (NY2).



### BROADBAND AND WIRELESS CONNECTIVITY ARE CRITICAL IN PRIMARY AS WELL AS SECONDARY AND TERTIARY MARKETS, DRIVEN BY 5G.

As an American Tower Company, CoreSite offers a differentiated foundation for building the interconnection fabric of the future and accelerating wireline and wireless convergence. What's more, American Tower is a Fortune 400 company, so CoreSite has the backing and funding to continue to grow and meet market demand.



### THE EVERYTHING-AS-A SERVICE (XAAS) TREND MAKES PUBLIC AND PRIVATE CLOUD NETWORKING KEY TO MAXIMIZING VALUE OF SOFTWARE SOLUTIONS.

The Open Cloud Exchange® (OCX) automates network services, slashing time for cloud connectivity, facilitating cloud-to-cloud data transfer and speeding up services/workload deployment across target markets.

#### ROBUST DIGITAL ECOSYSTEM

**28**

Network-dense data centers in 10 key markets

**435+**

Network providers

**325+**

Cloud and IT solutions providers

**35K+**

Customer interconnections



MyCoreSite comprehensive service delivery platform



Open Cloud Exchange® Automated network services platform

## When You Are Ready to Talk About Money

Contact our Channel Partner team to get the specifics on space and power, cross connects, our 100% uptime SLA and how commissions are structured – including compensation for rolling OCX connectivity into the contract.

#### HOW IT PAYS TO PROMOTE THE OPEN CLOUD EXCHANGE®

- Offer a Unified Solution - Data Center + OCX = end-to-end solution spanning cloud, network and geography
- Secure Long-Term Contracts - Align network spend with data center lease for long-term MRR agreements
- Expand Wallet Share - Increase MRR by selling complete solutions
- Enhance Customer Value - Be more competitive by leveraging industry-leading connectivity platform

#### OTHER REASONS TO PARTNER WITH CORESITE

- Direct connections to all major cloud providers – 96% of IT executives surveyed by CIO for the 2022 State of the Data Center Report expect direct cloud connectivity from their data center provider
- Broker access to a wide variety of services via an ecosystem of 775+ network, cloud and IT service providers
- CoreSite interconnection services support all bandwidth requirements and do not require long-term commitments
- Rapidly expand power licenses to support modern compute intensive workloads, GPUs and high-performance data analytics platforms

The most innovative, forward-thinking companies in the world choose CoreSite not only for our colocation services and data center capabilities – but also our customer-centric culture. You can trust CoreSite to be a partner that is transparent, responsive and accountable.

**Learn more about becoming a Channel Partner by visiting the Partner Program area of CoreSite.com or by calling +1 866.777.CORE or +1 303.405.1000.**

**REFERENCES:** 1. North America Data Center Trends H1 2022: Record Demand Fuels Surge in North American Data Center Development, CBRE, 2. 5G Users Hit 1bn in 2022, eeNews Europe, 3. Technology: Everything-as-a-Service (XaaS Market), Fortune Business Insights



CoreSite.com | +1 866.777.CORE | Info@CoreSite.com