

Channel Battlecard

CoreSite delivers secure, reliable, high-performance data center colocation and interconnection solutions to a growing customer community across 10 key North American markets. The world's leading enterprises, network operators, cloud providers and supporting service providers choose CoreSite to connect, protect and optimize their performance-sensitive data, applications and computing workloads.

Overview

Headquarters in Denver, Colorado
Subsidiary of American Tower Company

28

Data centers in 10 U.S. markets (including Atlanta, Boston, Chicago, Denver, Los Angeles, Miami, New York, Northern Virginia/Washington D.C., Orlando and Silicon Valley)

450+

Employees

4.7M+

Sq. Ft. in data center space

775+

Network, cloud and IT service providers

1,600+

Customers

Services Sold



Colocation/Data Center – Space, power and services



Open Cloud Exchange® – Automated network services virtualizing cloud, network and enterprise interconnections



Cross Connections – Physical connections to leading clouds, networks and enterprises



Remote Hands – CoreSite technicians work as an extension of an IT department to resolve a multitude of emergency and routine technical tasks

BATTLECARD SILVER BULLETS

- One of two colocation companies in North America that offers direct access to all six of the major public cloud providers
- National footprint with flexible deployment options for customers to cost-effectively expand within edge markets in North America
- International (subsea cable) connectivity to Asia-Pacific, Central America, Latin America and Europe
- Hundreds of network, cloud and IT service providers, with over 35,000+ customer interconnections
- Industry-leading customer experience: 100% uptime SLA and leading customer satisfaction scores

KEY FEATURES AND DIFFERENTIATORS

Open Cloud Exchange®

- Proprietary platform that provides automated networking services simplifying one-to-many, on-demand, virtual connections into a robust ecosystem of enterprise, network, cloud and IT services providers
- Customers manage connections in near real-time through an online self-service delivery platform

Inter-site Connectivity

- The ability to provision bandwidth on-demand between CoreSite campuses for highspeed data replication, multi-region cloud network architectures and more

CoreSite Interconnect Gateway®

- A fully managed solution that creates secure, high-bandwidth direct connectivity to leading public clouds, network services providers, data centers and corporate offices.

BENEFITS

Lower Costs

- Cloud connectivity is 60% less expensive than traditional telco and SDN offerings*
- Sourcing WAN, P2P and fiber connectivity from CoreSite's 375+ on-net network service providers result in savings up to 50% compared to other colocation providers**

Operational Excellence

- Low latency connectivity to cloud providers and customers (75% of U.S. businesses with a latency of 5 ms or less)
- 100% uptime SLA

IDEAL CUSTOMER PROFILE

Mid-to-Large Enterprises

- Enterprises in the process of migrating to the cloud, creating a hybrid cloud environment and needing a roadmap of multiple cloud-integrated services
- Customers with distributed computing requirements
- Customers in industries that require strict adherence to industry regulations and compliance requirements (e.g., HIPAA, ISO 27001, PCI DSS, SOC 1 Type 2)
- Customers with IT infrastructures on-premises or in facilities with aging equipment, limited scalability, high risk of outages, and expensive power and cooling costs

Qualifying and Technical Questions

- Are you currently leveraging a public cloud service provider? If yes, how are you currently getting there (i.e., public internet, network provider, direct connect)?
- Do you have a cloud strategy in place for migration and utilization?
- Do you require connectivity to multiple network providers?
- Are you experiencing high operational costs?
- What is your current SLA?

OBJECTION	REBUTTAL
Moving to a hybrid cloud/off-premises facility is too costly	Colocating in CoreSite allows you to directly connect to cloud providers while reducing networking costs and reducing egress rates. Cloud providers often incentivize direct cloud connection. AWS, for instance, offers 60%-70% reduced data egress rates for those leveraging AWS Direct Connect.*
My current cloud connection strategy works for me	CoreSite offers private data center space with direct cloud interconnect solutions to all six of the major public cloud – AWS, Microsoft Azure, Google Cloud Platform, IBM Cloud, Alibaba Cloud and Oracle FastConnect. This solution provides dedicated access to these platforms, reducing costs and increasing the performance of your hybrid cloud solution.
My business/IT security and compliance needs do not allow me to locate equipment off-site	CoreSite maintains the highest level of physical security, trained personnel who are on-site 24x7x365. CoreSite data centers are HIPAA, PCI DSS, ISO 27001, NIST 800-53, SOC 1 Type 2 and SOC 2 Type 2 compliant.



*Costs savings are based on CoreSite cost comparisons using publicly available and private information and/or CoreSite customer reported costs savings and may not be indicative of the costs savings that may be experienced by every customer that switches to the applicable CoreSite service.

**Compared to other colocation providers, or on-premises facilities, with limited network and fiber availability.



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