

How Enterprises Solve Wicked Hybrid IT Problems

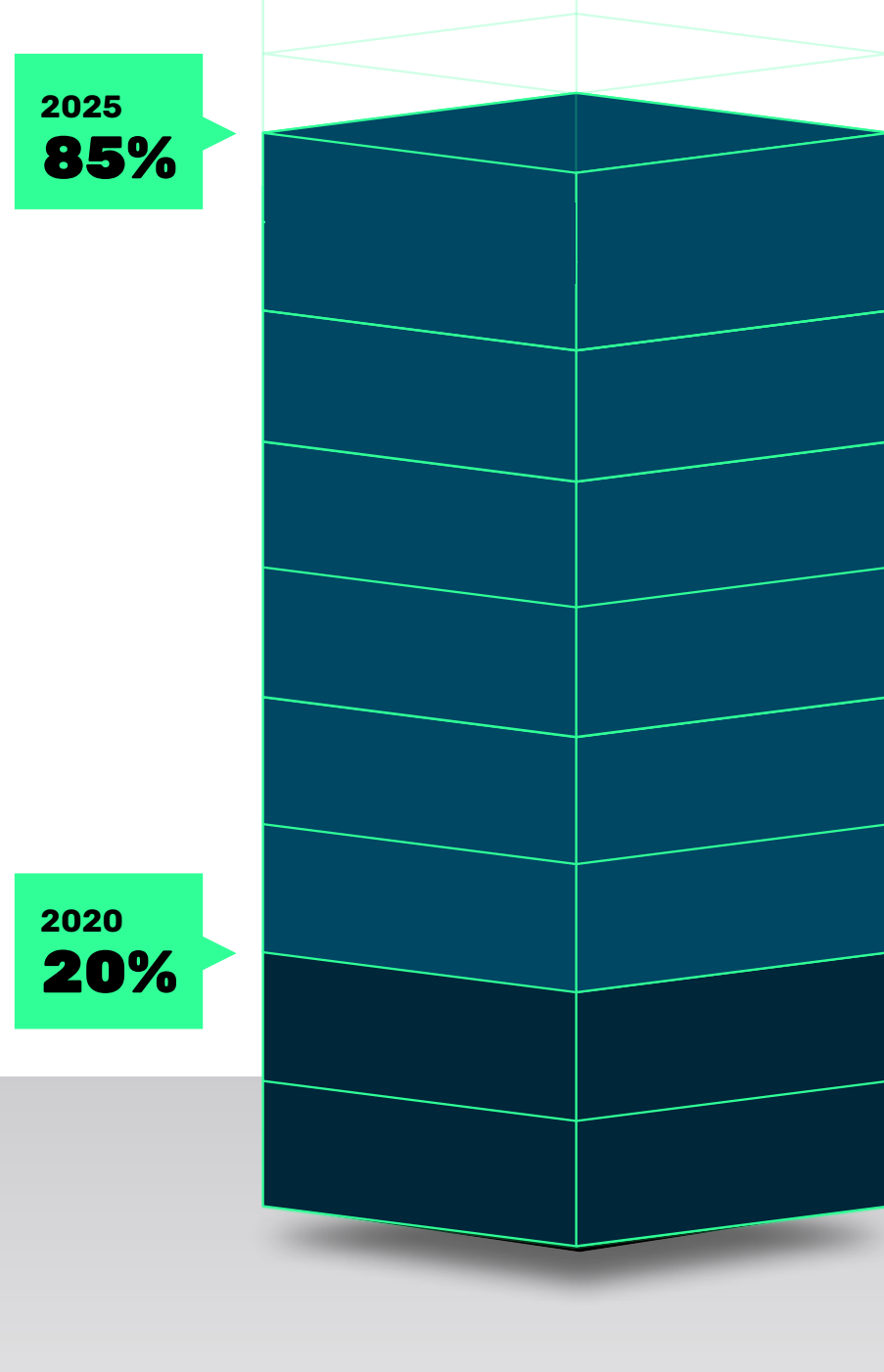
The Case for Colocation

In recent years, enterprises cycled through cloud-first and cloud-only strategies with mixed results. As IT leaders consider the future, they're rethinking hybrid IT with certain challenges in mind.

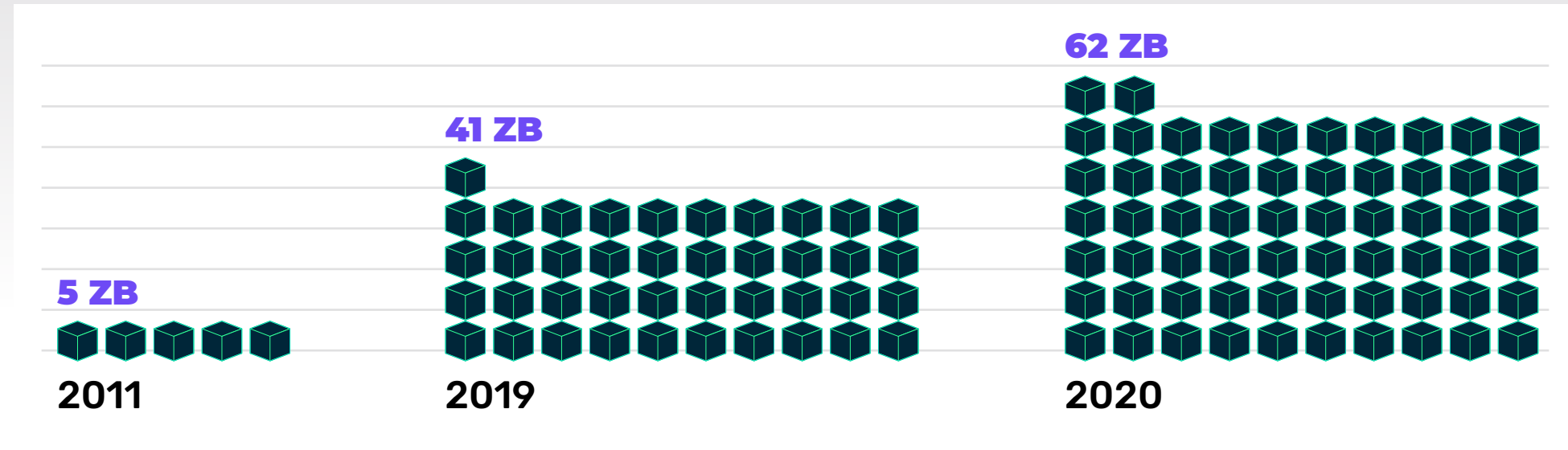
Data Growth and Cost

Public cloud experience taught many people that it's difficult to model or predict data usage volume. Cloud egress fees can lead to surprising monthly charges.

Gartner® says, "By 2025, 85% of infrastructure strategies will integrate on-premises, colocation, cloud and edge delivery options, compared with 20% in 2020."¹

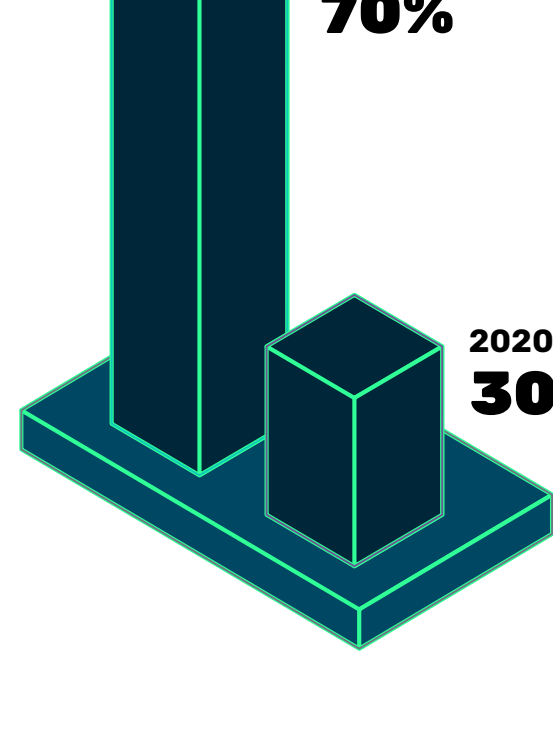


The Volume of Data Created, Captured, Copied and Consumed Worldwide in Zettabytes.²



CapEx Considerations

Maintaining and refreshing on-premises hardware and software involves CapEx investments, which can restrict agility, scalability and other operational goals due to:



- Purchase of excess assets/capacity
- Vendor lock-in
- Inability to interconnect with a digital community

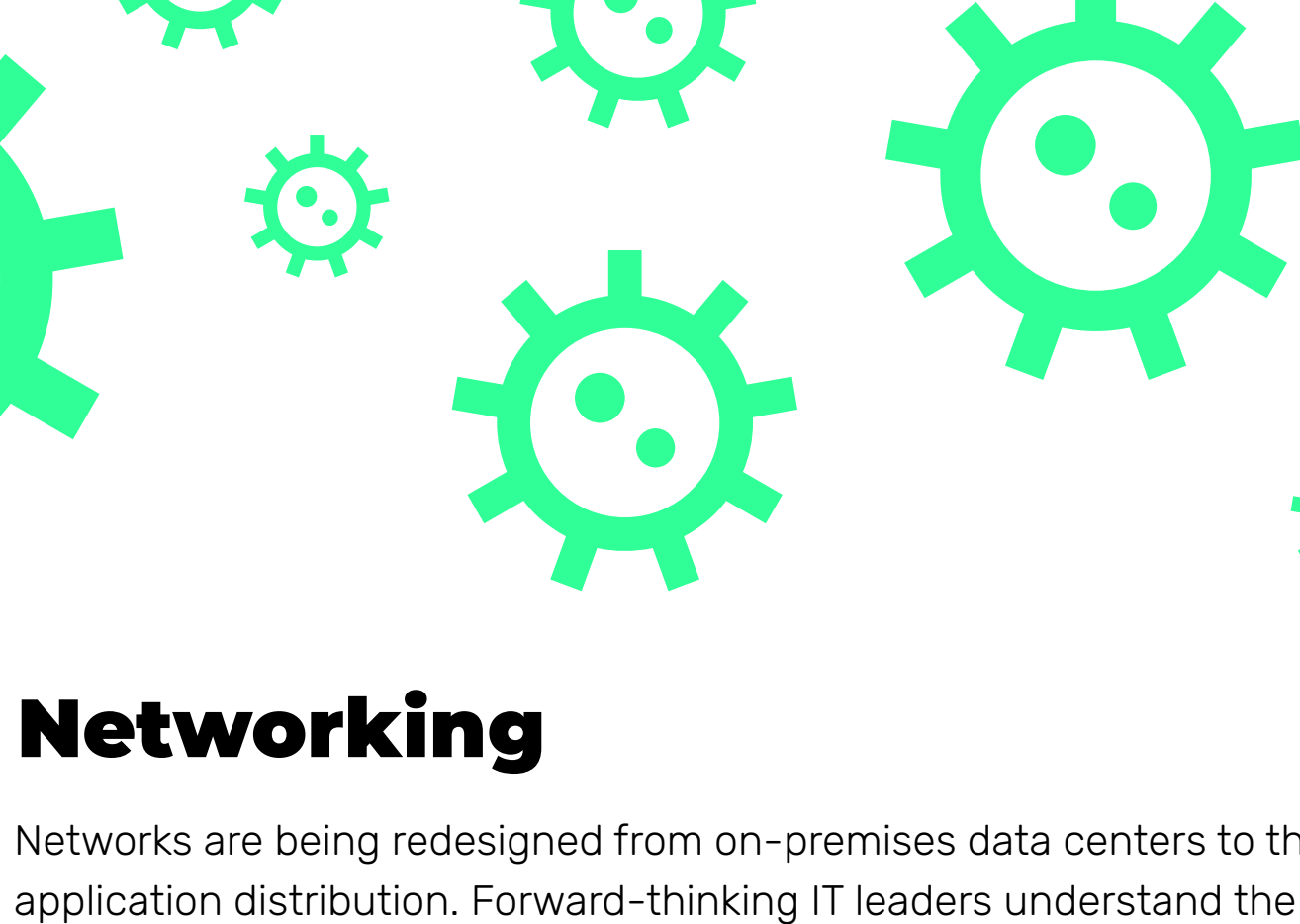
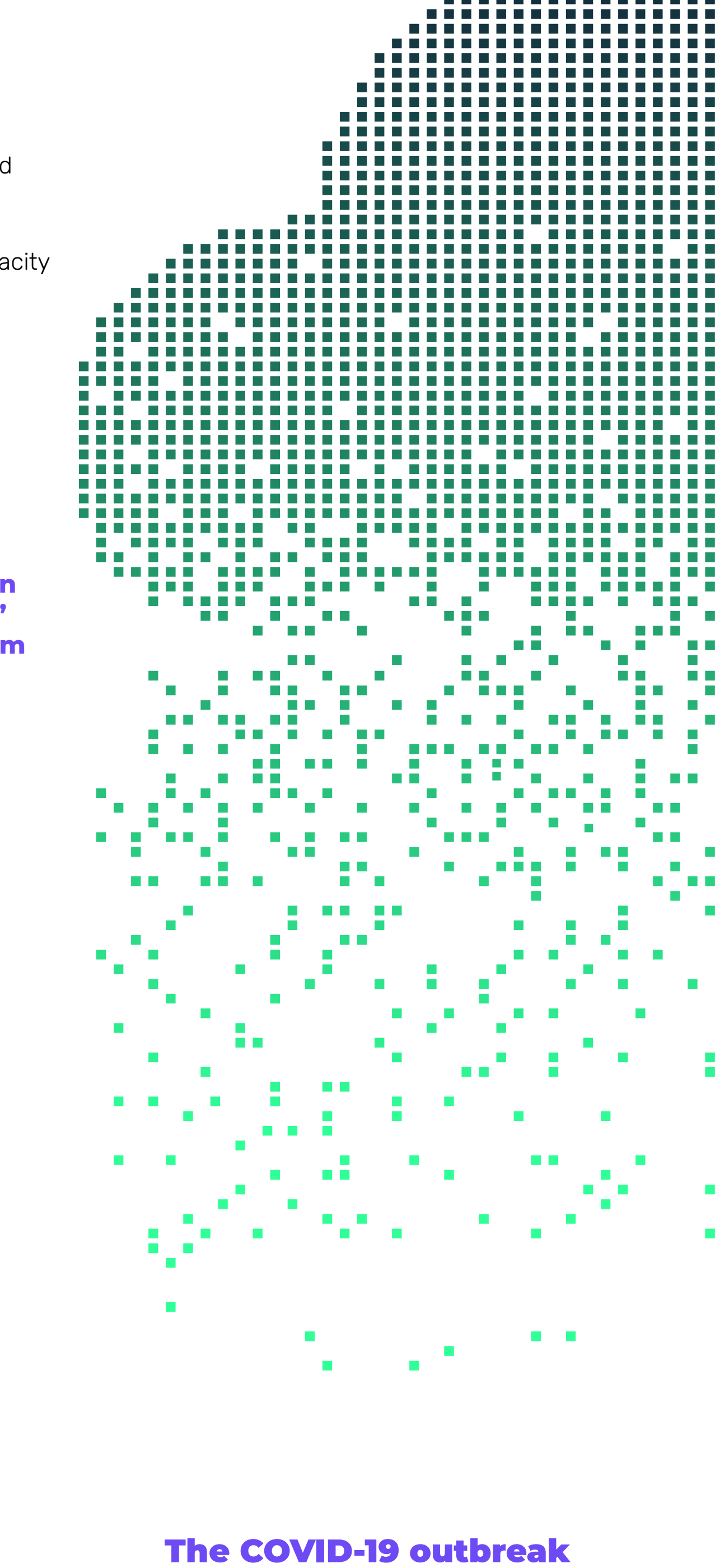
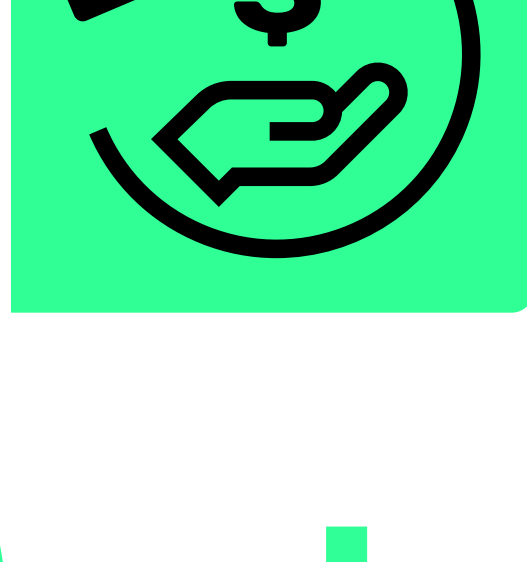
Gartner® predicts by 2023, 70% of net new cloud-related technology service provider opportunities will be driven by participation in hyperscale cloud providers' partner ecosystems, up from 30% in 2020.³

Application Location

Where you locate (or relocate) applications can affect agility, cost, performance, availability, security and compliance. Repatriation can be economically beneficial, but public cloud migration continues to accelerate. It's a dilemma.

So, where should apps live? It depends on the use case and latency requirements, taking into account current and foreseeable business needs.

Repatriation results in 1/3 to 1/2 the cost of running equivalent workloads in the cloud.⁴



The COVID-19 outbreak certainly hasn't validated the repatriation hypothesis – 19% of enterprises have accelerated public cloud migration, while just 2% are moving away from public clouds.⁵

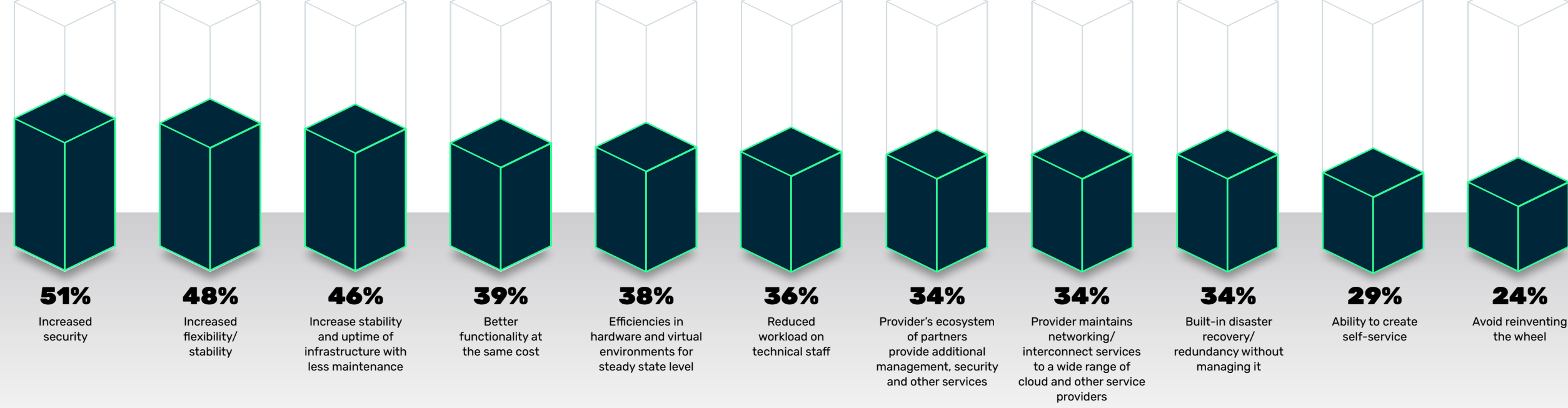
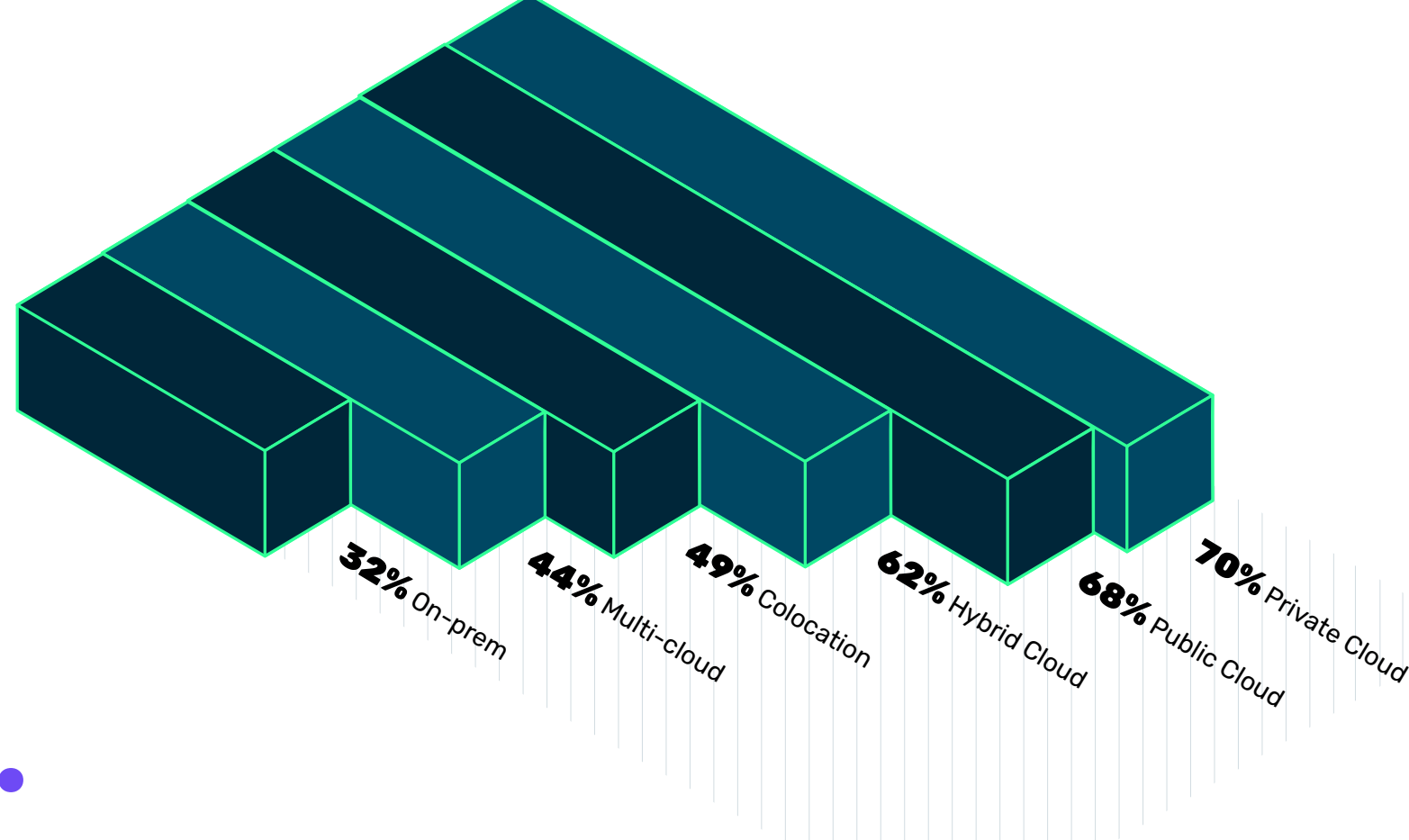
Networking

Networks are being redesigned from on-premises data centers to the edge to support multicloud adoption and application distribution. Forward-thinking IT leaders understand the importance of cost-effective, flexible networking services. Enter colocation and interconnection with the latest network providers.

The Case for Colocation

Future-proofing a digital business is not easy, and it's not a DIY journey.

Colocation is an essential part of the hybrid IT infrastructure mix and digital transformation.

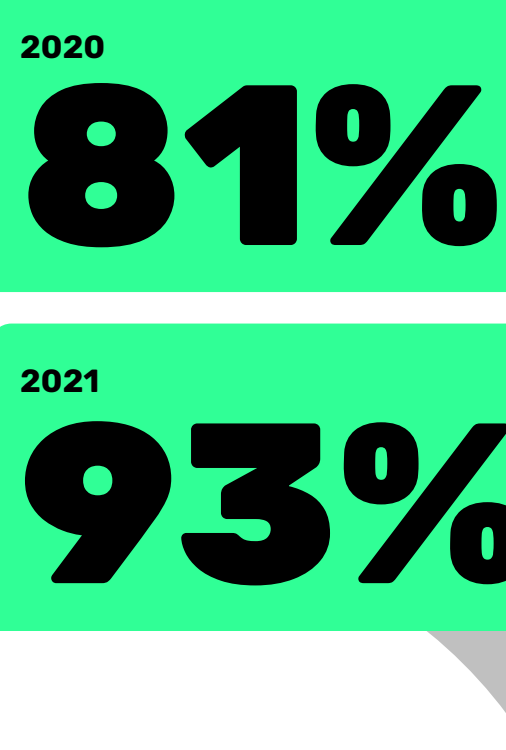


Participants in the 2021 State of the Data Center Report weighed in on **why they're moving to colocation.**



While security is now the #1 attribute sought in a colocation provider (19% vs. 15% in 2020), network choice and partner ecosystem are fast becoming key differentiators—5% this year vs. only 1% in 2020.⁷

Colocation enables digital transformation.⁶



There are compelling reasons to include colocation in a hybrid IT mix. Be sure to investigate the "what" and "how" behind each, so you understand the benefits you can expect for your use cases.

Circling Back to Hybrid IT Challenges

Colocation helps future-proof your hybrid IT solution by solving wicked IT challenges.

You can't stop data growth, but you can control costs. For example, direct, private cloud connectivity between a data center and public cloud service providers is 60% less expensive than traditional telco and software-defined networking (SDN) offerings.*

An adaptable, scalable network architecture offers application location flexibility. Ideally, networking options include direct connection, interconnection among colocation campuses, physical cross connects, virtualized network management, SDN and the next-generation of SDN: software-programmable interconnection.

Given that 42% of enterprises say that disaster recovery and high availability are primary advantages of colocation,⁸ it's good to know that you can locate critical assets and processes in facilities designed to withstand environmental stresses, and provide redundancy, 100% uptime and onsite technicians ready to act.

To learn more about hybrid IT and colocation, read "How Enterprises Solve Wicked Hybrid IT Problems."

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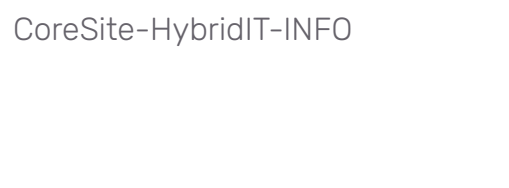
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* Costs savings are based on CoreSite cost comparisons using publicly available and private information and/or CoreSite customer reported costs savings and may not be indicative of the costs savings that may be experienced by every customer that switches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

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