The high cost of success
Running your own data center pulls you away from what you do best. For Sarah and Dave, that means sales, vision, revenue and profits. They enjoy toying with Excel, not toying with Excel. Operating their own data center means:
•  Managing a house, with electricity, maintenance, cleaning, upkeep and all the rest
•  Being stuck in one physical location, which could mean higher costs if they need to expand their customer base
•  Making decisions on energy use, staffing, security, data protection and more
•  Being directly responsible for tasks that are not their core business competencies

You must protect this house
Running your own data center means you’re directly responsible for protecting your business from intruders. For Sarah and Dave, that means:
•  Ensuring no threats or disruptions endanger their business
•  Protecting against attacks and threats, including viruses, worms and more
•  Maintaining a secure infrastructure

The oldest house on the newest block
By choosing their own data center, Sarah and Dave can ensure their business will be up and running today, tomorrow and the day after. And when that new block does come along, they won’t be left behind.

Growth and Scalability
You can’t afford to let your data center slow you down. For Sarah and Dave, that means:
•  Being responsible for planning and executing growth
•  Managing a hybrid infrastructure with physical and cloud assets
•  Staying up on technology developments

Location, location, location!
Data security is top of mind for every business in every industry. But security takes many forms and is increasingly complex. If Sarah and Dave want to protect their information, they must:
•  Control the physical location of their data center
•  Manage the power, cooling, networking and more to ensure speed and performance
•  Manage the infrastructure to protect data and sensitive information

Getting to the Good Place or The Bad Place?
IT Managers – Are you living in The Good Place or The Bad Place?
The Good Place or The Bad Place?

Safeguarding and Security
Data security, the top of mind for many businesses in every industry. But security takes many forms and is increasingly complex. If Sarah and Dave want to protect their information, they must:
•  Manage the physical location of their data center
•  Select a provider that can handle network security challenges to keep their information safe and secure. And with the complexity of data protection increasing by the day, you’ll want to ensure that your data center operations are managed by someone else and that they have the ability to scope out your security needs and build solutions that meet your demand.
•  Be directly responsible for physical security measures like:
  •  Staffing
  •  Maintenance
  •  Cooling
  •  Power
  •  Additional hardware
  •  Construction costs
  •  Required land or space acquisition
•  Be directly responsible for tasks that are not their core business competencies

Growing on someone else’s dime
Running an enterprise business is hard enough without having to always worry about network performance, data security or the soaring cost of running IT. For Sarah and Dave, that means:
•  Paying for someone else’s salaries and benefits
•  Paying for energy, maintenance and solving the problems that inevitably arise
•  Paying for network security challenges to keep their information safe and secure. And with the complexity of data protection increasing by the day, you’ll want to ensure that your data center operations are managed by someone else and that they have the ability to scope out your security needs and build solutions that meet your demand.

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