



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

Business and IT leaders always seem to have the toughest decisions. But few are as important as where their IT infrastructure is going to live. Data center decisions can impact everything from core application performance and a company's ability to grow to influencing the amount of manpower needed to keep the lights on and how well sensitive information is protected.

Make the wrong decision, and your whole business — including your customers — suffers. Make the right one, and you're headed toward business bliss.



CEO Sarah and Vice President Dave are looking for space to house their core IT and business operations for their growing enterprise. They have two choices: run their own data center or outsource data center operations. Let's see what it means.



Location, location, location!

The oldest house on the newest block

By running their own data center, Sarah and Dave are committing to one permanent location. Like buying a house, only more expensive. In their own data center, they'll:

- Be stuck in one physical location, possibly increasing network latency and adversely impacting their mission-critical applications and customer experiences
- Be directly responsible for tasks that are not their core business; power, cooling, staffing, security, maintenance and solving the problems that inevitably arise

Upward mobility and modern amenities

Colocating in an outsourced data center will let Sarah and Dave buy into prime real estate, without the long-term expenses or commitment. They'll be able to choose locations that strategically benefit their business by being closer to their customers and applications, which:

- Reduces latency
- Improves app performance
- Makes customers happy



Growth and Scalability

The high cost of success

Running their own data center puts Sarah and Dave on the hook for additional floor space, power and cooling as their business grows. They can expect to pay for:

- Required land or space acquisition costs, at minimum \$200/sq. ft.¹
- Construction costs
- Additional hardware
- Power
- Cooling
- Maintenance
- Staffing

Growing on someone else's dime

Outsourcing their data center operations to a data center solutions provider will help Sarah and Dave grow their business bigger, faster because they can:

- Easily add more on-site capacity at minimal additional capital expense
- Instantly tap into cloud services providers' additional compute and storage capacity with direct cloud interconnections – which can, on average, be 44% faster than using the public internet!²
- Manage a hybrid infrastructure with fewer staff, less space, less hardware and less wasted spend



Safety and Security

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 business and their customers from outages and intrusion, they have some difficult choices to make.

You must protect this house

Operating their own data center, Sarah and Dave's company will have to pay for physical security measures like:

- Fencing
- Biometric screening
- Secure doors
- Security personnel and more

They'll also have to employ cyber security experts to manage and monitor networks for possible outages that increase the risk of data loss or intrusion from evildoers, both of which can get pricey — especially considering the lack of qualified talent.

Hire professionals to protect it for you

Sarah and Dave could also choose to let someone else deal with security issues. Quality colocation facilities come equipped with perimeter security, mantraps, biometric scanners and 24/7 security personnel — included.

Outsourced data centers also offer built-in business continuity/disaster recovery capabilities with direct connections to other facilities or cloud providers. And within the data center, Sarah and Dave can connect with a range of network, cloud and security services providers to tackle complex network security challenges to keep their information safe and secure.

State of mind

Constant stress and worry

Running an enterprise business is hard enough without having to always worry about network performance, data security or the soaring cost of running a data center. It can be lonely, isolating and stressful.

Low-Stress Living

Outsourcing data center operations gives Sarah and Dave peace of mind knowing that all their infrastructure and data center operations are managed by someone else and that they have instant access to the latest great technology that will grow with their business. Plus, they'll be surrounded by a community of like-minded businesses as potential partners and customers.

¹ https://www.uschamber.com/sites/default/files/ctec_datacenterppt_lowres.pdf

² Calculations based on speed tests conducted by CoreSite of direct interconnection product vs. the public Internet and may not accurately reflect your performance improvements. These tests have not been independently verified by any third-party and should not be deemed to be an assurance or guarantee as to expected performance.

CoreSite Data Centers Pave the Path to Tomorrow

Learn more about how CoreSite's 24 hyper-connected **data centers** across the country enable faster, smarter and more sustainable growth and low-stress living.