

# 5 REASONS COLOCATION IS ESSENTIAL TO YOUR HYBRID CLOUD MIX

IT leaders who want to excel in the economic recovery and outpace competitors need ways to fund digital innovations.

The good news: Colocation offers a proven way to trim costs, according to a recent IDG survey. Serving as a vital part of a hybrid infrastructure, colocation can help enterprises gain competitive advantage.

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## Colocation enables **digital transformation**.

**279 out of 300** U.S.-based IT leaders in multiple industries say colocation enables digital transformation

2

## Colocation saves on **total cost of ownership**.

**35%** Adopting colocation can improve TCO and trim costs

**29%** TCO is a top benefit of colocation

"We are solving two problems. The first one is business flexibility. Second, colocation means that we essentially don't have to invest in having on-prem infrastructure."

Sr. Director, Digital Product Architect, digital company, \$11.3B, 22,000 employees

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## Colocation offers a **more fixed, controlled cost model** compared to other OpEx models.

"Colocation is a way for us to get rid of our on-prem locations...that has critical value and would add benefits and at the same time reduce our costs."

Director IT, electronics manufacturing company, \$38B, 90,000 employees

"We are no longer subject to heavy fixed costs going forward. It's an OpEx model, which we love."

VP IT, Enterprise Applications, global fin services company, \$30B, 85,000 employees

Public cloud costs can vary significantly

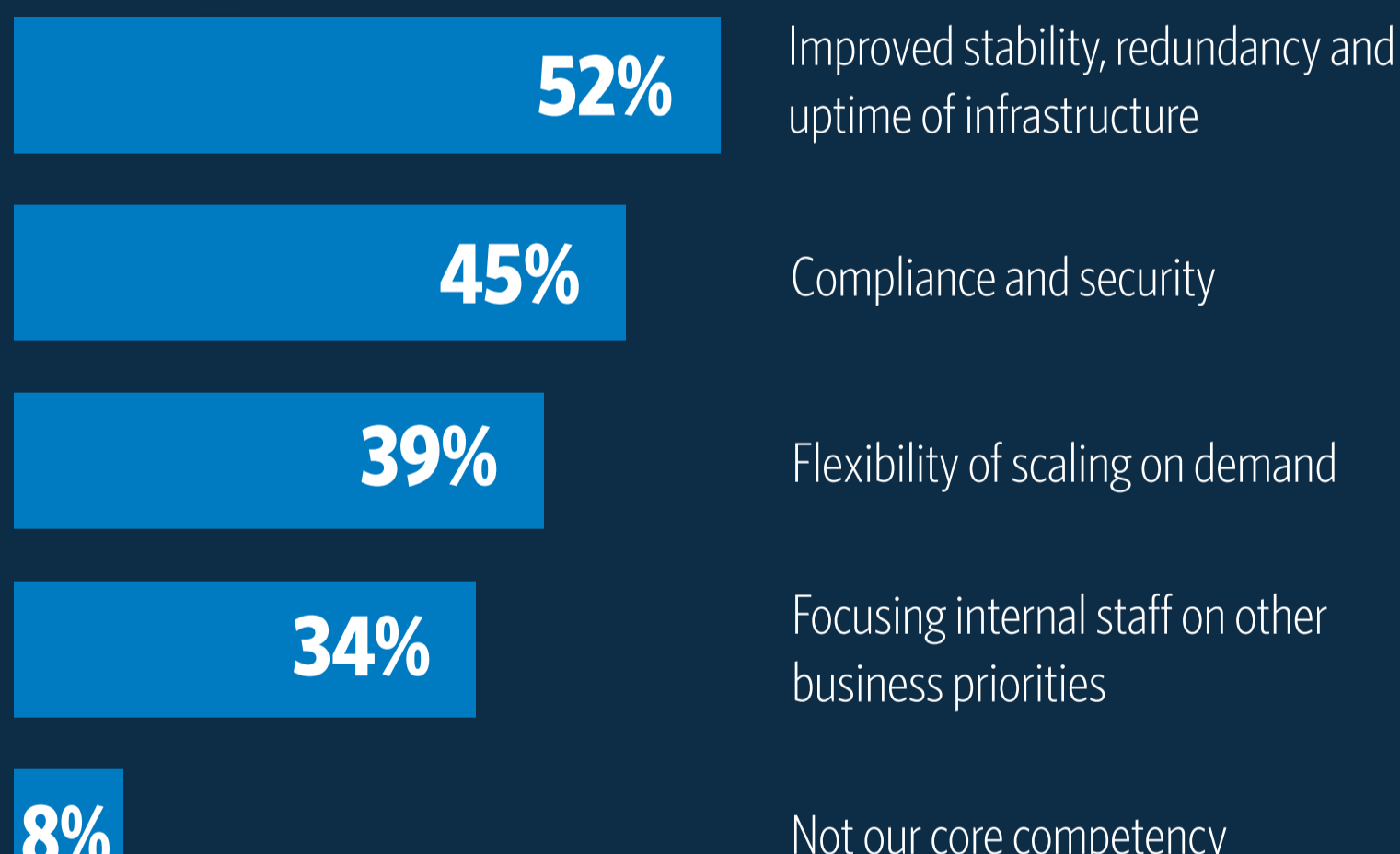


**27%**

Switching from CapEx to OpEx drives colocation adoption

## Colocation offers a **wide range of benefits**.

Why IT leaders adopt colocation

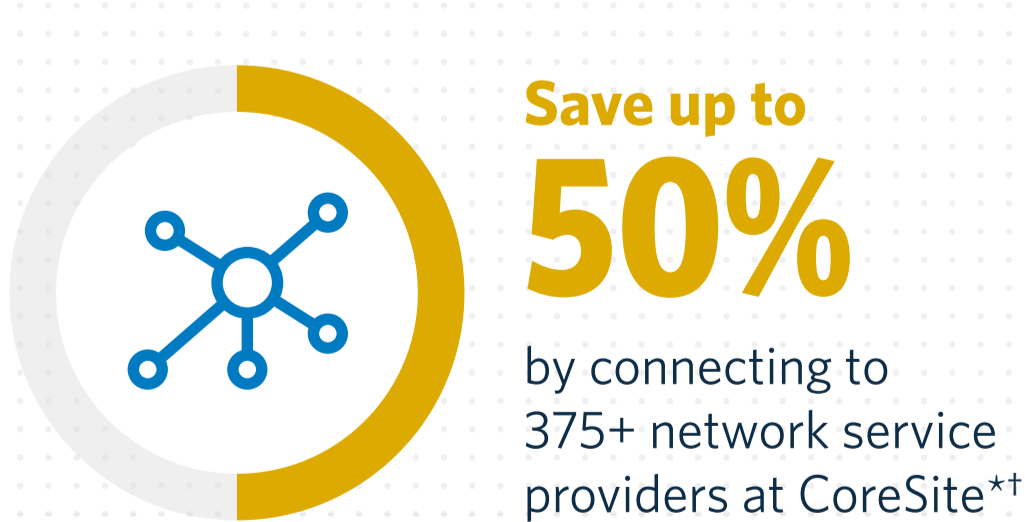
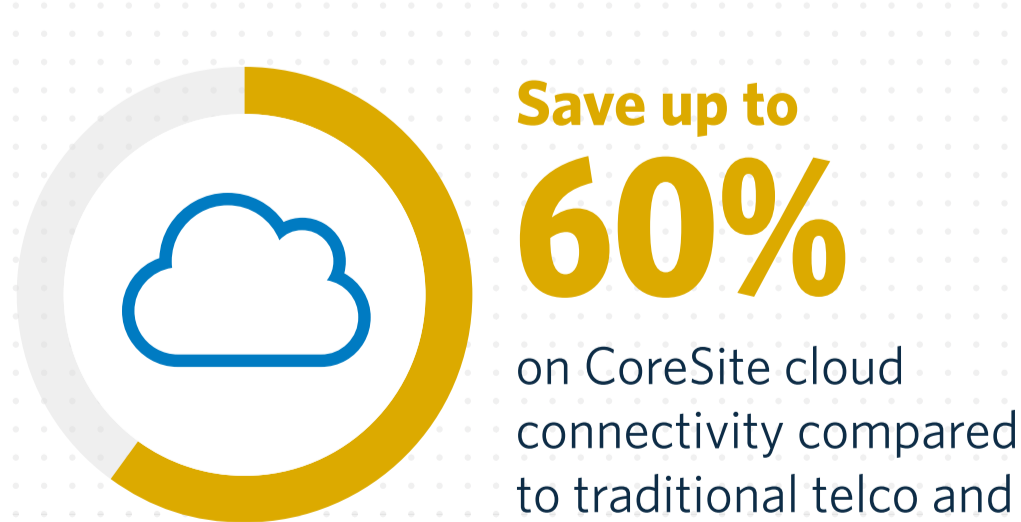


"Colocation saves money that you would already spend on on-prem investments that are irreversible. With colos, there's no real risk and they provide additional flexibility."

Sr. Director, digital company, \$11.3B, 22,000 employees

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## Leading enterprises trust **CoreSite** as their cloud, interconnection and colocation nexus.



**Cut data replication costs by as much as 70%** using direct interconnection and eliminate data egress costs when restoring data from certain local cloud availability zones\*

Calculate your potential savings with CoreSite's interactive **Data Center Total Cost Calculator** [here](#).