Caronet
Engineered Hosting

COLOCATION BENEFITS

As IT infrastructure demands and requirements continue to increase, small-to-medium size businesses (SMB) are presented with new sets of challenges. Having the ability to store data securely, manage equipment and internal data stores are key requirements that must meet their performance thresholds. Failure to maintain these thresholds can have adverse effects to business function and customer experience as well.

Colocation enables businesses to cut costs, increase function with smaller IT departments and allows the organization to focus on its business and customers rather than its IT infrastructure management. Additionally, colocation infrastructure is purpose-built for growth and performance.

In years past, companies have attempted to employ the use of their local space to implement micro-data centers for their businesses only to find the costs prohibitive, maintenance difficult and upgrades never-ending; perhaps even running out of space for growth. Further, the operational costs alone can be business-negative and drag down the bottom line. Colocation in top-tier facilities makes far more dollars and sense. Migrating, moving or even starting fresh into a data center and colocation space can be the catalyst without high cost.

1. **Lease the space –** amortize your costs over time, hold onto more of your capital

2. **Experience the finest infrastructure –** stop trying to build what's already built for you.

3. **Make the most of the facility –** From support to N+1 infrastructure; it's everything you need at lower cost.

IT Infrastructure and Management: Increased Cost Savings

In the years past, companies were determined to implement their own data centers and handle management in house to cut the costs of outsourcing their solutions. With the increase in IT capacity requirements and reduced budgets that are being enforced, companies are looking to data centers for colocation solutions. By implementing colocation, companies no longer have to equip, manage, or provide staff members to run in house data centers.

For a monthly fee, companies can reap the benefits of a top tier data center's capabilities and top of the line equipment, helping them to better allocate their funds and focus their efforts towards activities that earn the business money.

Power Redundancy: Increased Business Continuity

Natural disasters and unplanned network or power outages can wreak havoc on your business' IT infrastructure. Why risk your primary business IT operations to failure when colocation in a top-tier facility comes with built-in power and network redundancy? By housing your equipment in a colocation provider's facility you are ensuring a cost efficient and manageable redundancy plan. Qualified colocation providers have systems in place to keep your equipment and data safe in the event of natural disasters and unplanned outages. Redundant systems consist of multiple on-site generators with refuel resources in the case of long utility outages, uninterruptable power supplies (UPS), and high-powered industrial cooling systems (HVAC).

Security and Data Protection: Increased Ease of Regulatory Compliancy

Data breaches have become an everyday occurrence and potential threat over the past years and do not appear to be declining in any nature. In an effort to reduce breach risks, compliancy regulations have become stricter and the cost associated with penalties has risen as well. Colocation facilities are equipped with preventative measures and equipment to stop these data breaches before they can become disastrous. With multiple layers of security, including biometric hand scanners, key-card entry, cabinet and cage locks, video surveillance, infrared sensors and dry-pipe fire suppression, businesses can be rest assured that measures are in place to prevent any data breaches.

Network Reliability: Continuous Uptime for Employees and Customers

Companies are limited by location, network providers, and budget constraints when having multiple sources of network reliability. Colocation facilities have a number of resources available to keep your network up and running all while your employees and customers are unaware of any disruptions.

Support: Creating More Free Time for Business Activities

SMBs are limited in resources when employing an IT department for their company. While having an IT department available during the working hours of the company is beneficial, issues arise when support is needed during non-working hours, weekends, and holidays. Having a full-time staff 24x7x365 can be costly or worse having your staff on call can become a timing issue for problems needing resolutions immediately. Top tier colocation providers have the man power and resources available to have support on site 24x7x365, including holidays. This means support will always be a phone call or an email away from handling and resolving any issues that may arise.

Resilient Bandwidth: Robust Performance, Speed, and Connectivity

Many companies are limited with their performance, speed, and connectivity to their local providers. Colocation providers have the lowest rates and fastest internet services available providing companies with the best and most cost effective services they can implement. By implementing a colocation solution, businesses can now share the cost of bandwidth amongst other colocation customers and also have additional bandwidth available if needed.

Scalability: Lower Long Term Cost of Ownership

With the increase in IT capacity requirements and customer growth companies are noticing that data and resource needs are constantly changing. Making these changes in house for the company's on site facility can be time consuming and costly. Whether the company is looking to increase or decrease bandwidth, implementing colocation services will dramatically decrease the turnaround time needed to be scalable.

To find out why your organization is ready to **reap the benefits of Colocation, schedule a free consultation** with a hosting engineer or **schedule a tour** of our facilities.