Colocation

Introduction

Business is no longer marketing driven, product driven or sales driven. It's data driven. As companies look to improve how they access, use and interpret data for competitive advantage, they're looking at new IT infrastructure solutions.

One strategy that's gaining rapid acceptance is colocation.

Colocation is the practice of leasing space, electricity and connectivity in a purpose-built data center and moving some or all of your servers to that location. There are many reasons companies choose to colocate their IT resources:

- They want to focus resources on strategic initiatives
- They want to lower capital costs for IT
- They want to facilitate innovation
- They want to enable growth and expansion

Colocation makes sense in a lot of instances as companies want to achieve corporate goals while maintaining flexibility and controlling overall costs. Here are four common scenarios that OneNeck® IT Solutions has seen recently

Customer Scenario #1:
A Strategic Bridge to the Cloud

The Challenge

ABC Company was looking for a solution provider to satisfy their current outsourced colocation needs of today, but not be locked into a long-term contract that prevented them from moving forward with their cloud strategy.

The OneNeck IT Solutions Answer

With nine data centers strategically located around the country, we were able to colocate the customer's current IT infrastructure easily and securely. When we showed them our proprietary enterprise-class IT infrastructure, ReliaCloud®, they immediately saw their future. ReliaCloud is designed specifically for resource-intensive applications and databases that require a compliant operational framework and the most secure cloud. We demonstrated how we could start with colocation today, and transition ABC's IT infrastructure to the cloud by year three via a state-of-the-art hybrid cloud solution.

The Benefits

While there are many IT providers out there, ABC Company chose OneNeck for several reasons:

- A seamless transition from colocation to the cloud
- A proven ability to execute a hybrid cloud IT infrastructure
- Comprehensive services, including managed services, hardware and professional services, hosted ERP and 24/7 live support
- The ability to grow over time
- A battle-tested cloud offering in ReliaCloud
- Flexibility as business needs and requirements change over time

Customer Scenario #2:
Adding Disaster Recovery Without Adding Cost

The Challenge

DEF Company had an aging in-house data center that they continued to make investments in, and improvements to, in order to extend its life as long as possible. In addition, DEF Company wanted to add an off-site disaster recovery (DR) solution. However, the continued high cost of upgrades to their primary data center made investing in a DR solution difficult.

The OneNeck IT Solutions Answer

Thinking outside the box, OneNeck showed DEF Company how they could achieve their goals and save money by colocating their primary production data center in a concurrently maintainable OneNeck data center. With only minor upgrades, OneNeck was also able to move DEF Company's in-house data center infrastructure to a second OneNeck data center facility to help them achieve their off-site disaster recovery needs.

The Benefits

By colocating their primary IT infrastructure with OneNeck, DEF Company was able to realize several benefits including:

- Accounting for all expenditures, not just obvious hard costs
- Amortizing existing in-house IT investments by converting to DR site

- On-premises DR site was easier to manage
- Improved reliability and security for primary data center
- Access to comprehensive IT services including managed services, professional services, hardware procurement, hosted ERP and 24/7 on-site support

Customer Scenario #3: Reducing Risk and Downtime with a Multi-Site Data Center Strategy

The Challenge

For QRS Company, data availability is critical. Rather than build their own redundant data centers, they went looking for a colocation partner who could satisfy their high-availability requirements with a multi-site data center strategy. One facility had to be located no more than 30 miles from their office, with low latency between their office and the data center. The second data center had to be at least 200 miles away and connected to a carrier hotel with options to connect up to 10 Gb with their chosen WAN providers. That second data center also had to be interconnected to the primary data center with bandwidths up to 10 Gb. One final requirement was that these facilities had to be fortified, purpose-built data centers.

The OneNeck IT Solutions Answer

With a national footprint of Tier 3 and geographically diverse data centers including one just a few miles from their headquarters in Des Moines, Iowa, OneNeck seemed like a good place for QRS Company to start. OneNeck demonstrated that all the company's data centers are carrier neutral with many providers built into each of them with 10 Gb links, dual/diverse fiber feeds and dual/diverse 10 Gb links to the carrier hotel. With this knowledge, QRS Company chose space in OneNeck's nearby concurrently maintainable facility in Des Moines. They also selected OneNeck's newly constructed data center in Denver as the backup site. Their existing WAN carriers were able to connect into each of OneNeck's data centers without any issue, keeping latency to an absolute minimum. And since these two data centers were designed by OneNeck and built from the ground up, they are heavily fortified with concrete exterior and interior walls, roof and floor, along with the latest in on-site security.

The Benefits

Partnering with OneNeck meant QRS Company had access to:

- Multiple geographically diverse concurrently maintainable data centers interconnected with 10 Gb links
- Very low latency between QRS's internal data center, the nearby primary data center in Des Moines and the secondary data center in Denver
- Carriers that price access as an ON Net building, reducing networking costs

- Data centers built to 2N electrical standards starting day one
- Heavily fortified data centers, including the interior walls
- Additional security such as no water sources or EPO buttons in the data room
- OneNeck's ability to execute the hybrid IT model of cloud
- Grow over time with a wide range of integrated services including managed services, hardware and professional services and even hosted ERP
- A deep staff of resources available in each market. "We feel highly confident in OneNeck's ability to help solve any problem should one occur because of their deep staff of resources available to assist," said the CIO at QRS Company.

Customer Scenario #4: Hosted Disaster Recovery

The Challenge

XYZ Company was looking for a reliable data center facility to house their disaster recovery (DR) site. In addition, they needed their chosen provider to deliver professionals to help pack and stack their equipment, move it to the facility and get it up and running quickly.

The OneNeck IT Solutions Answer

OneNeck was able to help move existing hardware in Minneapolis, Minnesota. OneNeck also provisioned and configured new equipment to create the DR infrastructure the company needed to a Tier III design data center.

The Benefits

By partnering with OneNeck, XYZ Company received:

- A level of redundancy and concurrent maintainability in a Tier III design data center
- Professionals to pack and stack their equipment as well as provide project management skills through the transition
- OneNeck's proven ability to execute the hybrid IT model of the cloud, managed services, hardware and professional services and even hosted ERP
- The ability to move and grow services over time

Conclusion

As your business grows, you will be faced with many challenges including how to best manage your data and IT resources. OneNeck has the depth of knowledge and breadth of experience to help you develop and implement a strategy for the long-term, whether that includes colocation, cloud services or even an on-site data center.

About OneNeck IT Solutions

OneNeck IT Solutions LLC offers hybrid IT solutions including cloud and hosting solutions, managed services, enterprise application management, advanced IT services, IT hardware and top-tier data centers in Arizona, Colorado, Iowa, Minnesota, New Jersey, Oregon and Wisconsin. OneNeck's team of technology professionals manage secure, world-class, hybrid IT infrastructures and applications for businesses around the country.

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