



# NEXTCONNEX

Wholesale Data Centre & Internet Infrastructure

## 10 REASONS TO CHOOSE AN INFRASTRUCTURE SPECIALIST

The need for Public and Private Data Centre capacity continues to grow as more and more companies connect directly to dedicated facilities for security, availability, and to complement their information strategy with the benefits of virtualisation and cloud computing.

However, many are facing the same common dilemma; do you build and manage your own facility, rent colocation in a number of facilities and manage multiple contracts and providers, use public cloud services, or some or each of these to form a hybrid information strategy?



Systems Integrators, Service Providers and Cloud Companies all want to retain a large element of control to create their own product offerings that meet their clients' needs, but with control comes complexity. Multiple data centre contracts, multiple carrier contracts, power, IP Transit, as well as how to accommodate growth and changing client demands.

One way to deal with this and focus on your applications, services, and end-users, is to use a specialist wholesale infrastructure provider. This provides colocation in multiple data centres, connectivity between sites and IP transit, all under a single contract, with support tools that let you keep track of customers, facilities, and bandwidth usage.



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## 10 REASONS TO CHOOSE AN INFRASTRUCTURE SPECIALIST

### 1 NO CAPEX

Sourcing from an infrastructure specialist means that large upfront costs can be avoided in favour of manageable monthly fees, allowing you to plan your outgoing spend years in advance, add additional services, and flex your bandwidth as and when you need to.

### 2 NO RISK

You can add capacity to your solution quickly and easily as needed rather than buy more space than you need. Better to add capacity at current market rates as you require it.

### 3 NETWORK CONNECTIVITY

By using a specialist, you can choose multiple carrier connections and high bandwidth connections at cost-effective prices, including direct connections to public cloud services, and direct links to third party service providers that do not cross the public internet for a guaranteed quality of service.



### 4 LOCATION FLEXIBILITY

If you build your own data centre or take dedicated suites in large facilities, you will end up trying to fit customers' requirements to your facilities' locations. By using a specialist infrastructure partner you can meet your customers' needs every time and support their geographic reach through a dedicated, independent, interconnected network of facilities.

### 5 TECHNICAL FLEXIBILITY

If you outsource only the physical infrastructure, you can remain in control of the equipment, match it to your applications and your customers' needs, and win more business.

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### COST FLEXIBILITY

No two customers are alike. They have different priorities in terms of price and functionality. One buyer's low cost, low-profile DC site is another buyer's converted cash & carry warehouse. By outsourcing physical infrastructure you have direct access to a range of Data Centre and cloud services to meet every budget.

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### FLEXIBLE GROWTH

If you decide to lease a big hall to get the best price and secure your own dedicated space there will always be space available, which is not earning revenue until it is full. However, if you start with just a few racks and grow, all the racks may not be in the same hall, or close together. An infrastructure partner has greater buying power and can often secure flexible deals with space reserved for future growth. It's developed support tools and processes help you manage an estate spread over several sites.

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### FUTURE-PROOF

Using an infrastructure specialist, you can source the newest and best facilities every time, ensuring your customer proposition is always up-to-date. If the customer wants cold aisle containment, low PUE, green power and Tier 4 levels of reliability – you can offer it without expensive upgrades to existing real-estate.

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### CUSTOMER RETENTION

As customer contracts expire you can offer to renew in the same site or relocate them to a newer, better, faster, greener site, and not lose them to the competition.

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### CUSTOMER ACQUISITION

The majority of organisations are having trouble ensuring that existing Data Centre facilities meet the changing needs of their businesses. You can place your business at the top of the list of suppliers by being able to meet your customers' needs through the right complement of Cloud and Data Centre, combined with the right network connections.

## SUMMARY

IT managers are driving down costs and creating products for customers that increasingly rely on equipment located in Data Centres. As the demand for DC space grows, IT managers face the decision to build their own facilities, rent infrastructure in an existing DC, outsource everything including equipment to an Infrastructure as a Service provider, or operate a blended information strategy, which includes some or all of these elements.

Partnering with an infrastructure specialist leaves IT managers free to match specification and location to end-user demands, as well as build and operate their own hardware and applications. Varied locations and network connections are all accommodated under a single contract and SLA.

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0800 902 0 902



[sales@nextconnex.com](mailto:sales@nextconnex.com)



[www.nextconnex.com](http://www.nextconnex.com)

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