

HOW CAN COLOCATION POWER YOUR CLOUD TRANSFORMATION?

The ever-present pressure for businesses to reduce CapEx and increase scale means companies are flocking to the cloud—but moving everything to the cloud comes with a multitude of challenges, and isn't always feasible. Some portions of your applications

may be cloud-ready and others may not. How can businesses integrate their legacy or non-cloud-friendly services with the cloud-native or cloud-friendly ones? A hybrid cloud approach—made easy via colocation data centers—is the answer.

Advantages of a hybrid cloud strategy

A customer-focused data center should be as dynamic as the services it provides within its walls, supporting the evolution of IT strategies to assist with customers' digital transformation. And although every hybrid setup will be different, the following factors are common advantages of a hybrid cloud approach:

Reduced complexity

Colocation data centers with **direct on-ramps to public and private cloud services** let businesses put their private IT infrastructure immediately adjacent to cloud access points, optimizing network performance while simplifying the architecture businesses must manage.

Greater flexibility

Not only will you get to decide what data goes where, but you'll have your fair share of cloud providers to choose from if you're using a network-neutral colocation facility. **Cloud- and carrier-neutral data centers give you the ultimate architectural flexibility.** You can utilize physical infrastructure, take advantage of cross-connects to service providers, and use direct on-ramps to AWS, Azure, Google Cloud Platform, IBM Cloud, Oracle Cloud, and many other cloud services—250+ clouds and carriers for Cologix customers. You also have the flexibility to move between cloud providers and network providers as you see fit, reducing the friction of being locked into one platform.

Stronger security and compliance

Many IT leaders are wary of the security of the public Internet. By utilizing direct on-ramps to the cloud, **you avoid sending data over the public Internet.** And your physical infrastructure housed in a data center will be protected by robust security measures. Further, if your business requires third-party audits, the greater security that colocation facilities provide can make compliance much simpler.

Lower CapEx

A hybrid cloud approach via a colocation data center slashes CapEx since **you won't have to build a robust in-house infrastructure to power your transformation** and keep pace with ever-evolving technologies, security measures, and power demands.



CHOOSING A STRONG COLOCATION PARTNER

Now you know what a hybrid cloud approach can offer. How do you choose the best colocation partner to help with your hybrid transformation? Your answers to three key questions should guide your decision.



Does the provider support **YOUR** process?

The right colocation vendor should be supportive of your process, not make you change the way you do things to map to their process.



Is the provider future-ready?

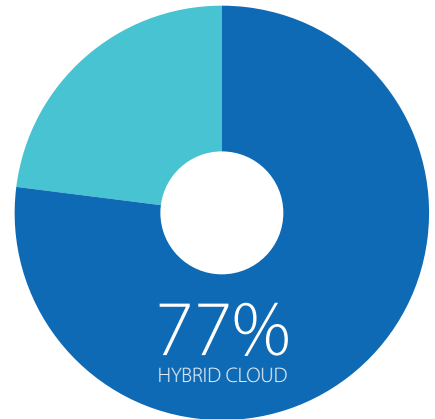
Consider the provider's roadmap for strategic growth. Are they building out new, power-dense facilities in smart locations? Are they regularly adding cloud, content, and network partners?



Are the provider's data centers in the best strategic locations for you?

You want your data to be close to your end users so you can deliver a better user experience while benefitting from bandwidth savings. Further, you might want a data center that's protected from flooding, hurricanes, and tornadoes if you're planning to use it for disaster recovery.

At Cologix, we view our data centers as ecosystems where we meet our customers' dynamic needs. What you need today may change in months, days, or even minutes. We're not just providing data center real estate—we're **providing the ability to support dynamic technology requirements while ensuring 100% uptime.**



In an IDC survey, companies ranked the flexibility and performance of their IT infrastructure as the top success factor in digital transformation, and **77% of digital leaders said they use or plan to use a hybrid cloud approach.** ¹

¹ https://www.interxion.com/globalassets/_documents/_whitepapers/english/idc-digital-enterprise-whitepaper.pdf

For more detail on how colocation with Cologix can benefit your business, visit cologix.com or email sales@cologix.com.
