

DATA CENTERS, FIBER PROVIDERS AND THE BUSINESS OF CONNECTIVITY

Data — and lots of it — has had a consistent presence in the tech headlines and experts predict there's no slowdown in sight. As data creation grows exponentially so too does the role of the data center in business operations. From storage and processing to enabling strategies like big data and artificial intelligence, it is clear to see why data centers are in demand.

The list of services and applications that rely on high-capacity connectivity continues to grow:

- Colocation
- Environment hosting
- Real-time replication
- (Big) Compute
- Disaster recovery
- Hybrid cloud connectivity
- Security and compliance

Worldwide, information technology spending on data center systems is estimated to total \$208 billion this year. And there's something for everyone. Enterprise businesses and midmarket companies combined account for nearly 40% of data center application deployments while small and mid-sized businesses (SMBs) make up approximately 60%.

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Greg Flanik, Chief Information Officer
Baldwin Wallace University

For enterprise businesses, a main expectation of their data center is access to high-speed, high-capacity bandwidth and connectivity partners. However, according to a joint report released by Forbes Insights and Vertiv that surveyed senior IT executives and data center managers, 43% of respondents say bandwidth/speed is an area where their data centers need to be upgraded.

Furthermore, the report found that just 11% of C-suite executives believe their data centers are ahead of the curve — defined as updated to accommodate expected bandwidth needs and primed

for higher data volumes — while an even more dismal 1% of engineers feel the same way.

“CONNECTING” WITH A DATA CENTER

On the other hand, the reality faced by data center operators is that the business-critical computing and storage work that occurs within a data center's four walls is only as powerful as the connectivity fueling the operation. After all, businesses need to be able to quickly access and move data in and out of their data center facility. That's the whole point.

Data center operators have long relied on fiber providers as part of their connectivity offering to best serve their tenants. The unfortunate reality, though, is that not all fiber providers deliver the same capabilities when it comes to three key factors: capacity, latency and diversity.

- A high-capacity connection provides scalability: As a tenant's capacity needs increase, so too does the data center's need to scale to fulfill that request.
- A low-latency connection enables real-time replication, proving critical in an effective disaster recovery strategy.



- Diversity comes in several forms, including physical route, network design, equipment and points-of-entry, and is essential to safeguarding a network connection.

Arguably, connectivity is key in a data center's operation — and a facility's competitive advantage hinges on partnering with fiber service providers that build and operate superior networks. A service provider with a purposefully designed fiber network connection provides data center tenants with a secure infrastructure that meets multiple business and technical requirements.

THE EVERSTREAM DIFFERENCE

At Everstream, we are the Business-Only Fiber Network. Our enterprise-grade network is locally owned and managed, delivering high-capacity connections at speeds up to 100 Gbps that outperform competitive offerings.

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Forbes Insights and Vertiv

Our average network latency* is less than 5 milliseconds, approximately 90% less than other providers. By working closely with data center partners and customers during the design phase, Everstream can even deliver latency that surpasses that measure.

The combination of Everstream's network architecture, engineering expertise and equipment deployment delivers four critical types of diversity: network, route, equipment and point-of-entry for the ultimate in safeguarding precious uptime.

Disaster recovery, for example, remains one of the main enterprise applications leveraging data center and colocation facilities.

"We had a poor man's disaster recovery," said Greg Flanik, Chief Information Officer, Baldwin Wallace University. "We had one data center on campus and built a mini data center on the other side of campus. The thought was if one campus building was impacted, the other facility had us covered."

When the University began to plan for disaster scenarios that could impact operations more significantly, the administration decided it was willing to make the investment and partner with an off-premise data center.

"Everstream helped to engineer and architect the connectivity at the facility we selected. From our perspective, there is a good



partnership between Everstream and our data center provider," Flanik said.

"We back up our production sites in real time — every hour — and run at 50% capacity each at our on-campus data center and off-campus disaster recovery site," Flanik continued. "If there is a failure on campus, we could roll the remaining 50% over to the other site and vice versa."

In addition to high-bandwidth, low-latency lit fiber connections, Everstream can deliver private, secure and built-to-suit Dark Fiber connections along with above and below ground fiber construction, personalized route planning, and ongoing support, maintenance and testing.

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Statista

"Our Dark Fiber connection with Everstream is the primary lifeline to Baldwin Wallace's secondary data center," Flanik added.

But providing a network is only part of it, and that extends to Everstream's data center partners too. We form real relationships and provide expertise, not excuses. From our Service Delivery Managers to our 24/7 Network Operations Centers, Everstream's team members are experienced and responsive — ready to meet your needs and those of your customers.

**Latency is measured in market / in region.*