



Six Top Concerns about Migrating from On-Prem to a Colocation Data Center



Contents

Are you looking for ways to help your company grow?	03
“I don’t want to give up control.”	05
“I don’t want inflexible contract terms.”	06
“Migrating my data center sounds risky.”	07
“I don’t want to pay more than I do now.”	08
“I’m just a small customer; you won’t care about me.”	09
“I don’t need a fortress.”	10

Are you looking for ways to **help your company grow?**

Reduce costs. Increase revenue. Maximize staff effectiveness.

We know those are in bold print on your to-do list. So how do you accomplish these goals?

You're bombarded with products and services daily that promise to magically make your business challenges disappear. But you're smart enough to be cautious and even downright cynical when evaluating all these glossy sales pitches.

Colocation data centers presented themselves as a cure-all at some point in the past. Like any other possible option, of course, they can't fix every issue that your business faces.

However, you may find they are worth evaluating, considering the possible benefits your company may enjoy after migrating your data center from on-premise to a colocation facility.

As Gartner stated in its research, "Colocation is often used as a replacement for traditional data centers, because it offers higher availability, reliability, certified building tier levels, energy efficiency, dedicated facilities management and the ability to scale."

Despite the data-backed benefits of colocation data centers, some companies are still resistant to change – and that's what we're here to address.

Here's a look at some of the most common worries we hear about, paired with the hard facts you'll be happy to hear.

We hear these **concerns** most often

“I don’t want to **give up control.**”

“I don’t want **inflexible contract terms.**”

“Migrating my data center **sounds risky.**”

“I don’t want to **pay more than I do now.**”

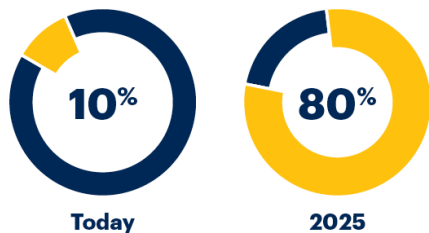
“I’m just a small customer; **you won’t care about me.**”

“I don’t need a **fortress.**”

“I don’t want to give up control.”

Enterprises That Will Close Their Traditional Data Centers

Percentages of Respondents



Source: Gartner (February 2019)
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Gartner.

We hear you. Who wants to give up control of something that they are responsible for?

If you are operating your company’s on-premise data center, then you are used to seeing, controlling, checking, and fixing everything.

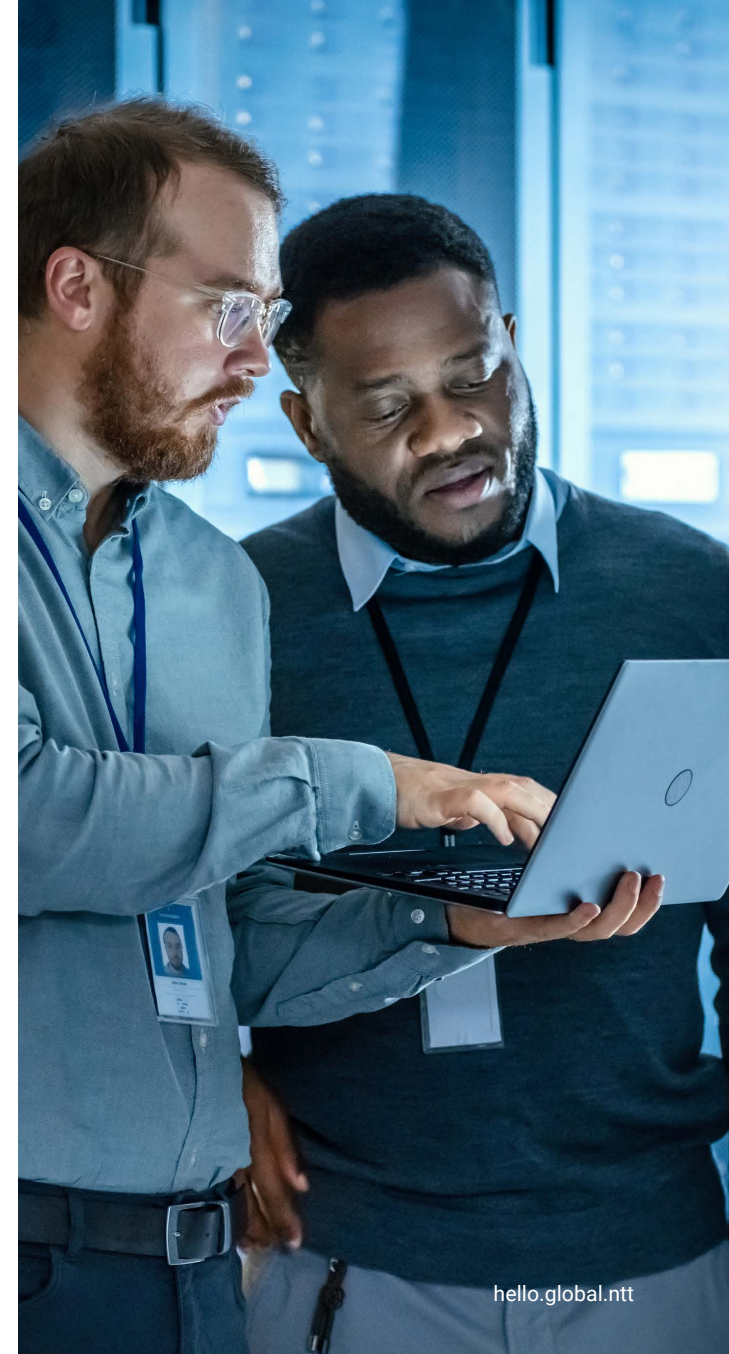
Well, you’re not giving that up.

Even after migrating to a colocation data center, you would still have the same amount of control over all the technical aspects of your network performance that you had at your on-premise data center.

Colo data centers do not manage applications. You still need to do that. Colo data centers do manage connectivity and hardware, which might be nice to take off your shoulders.

One big thing would change: you would have command of a more versatile, more available team that can handle your requests 24/7/365. Your IT team would be instantly expanded to include on-site, certified experts (called “Remote Hands and Eyes” in the data center industry) who are ready to help swap out equipment, trouble-shoot to resolve performance issues, receive and unpack shipments, or check on anything else you need all around the data center – every day.

Enterprises – just like yours – are seeing that there is so much to gain and so little to lose by migrating to a colocation facility. This is why prestigious analyst firms like Gartner are predicting that 80% of enterprises will close their traditional data centers by 2025.



“I don’t want inflexible contract terms.”

“NTT’s cost structure **gives us flexibility** to plan out our growth over time.”

- **Matthew Leeds**

VP of Global Operations at Gracenote

Source: case study

Who loves contracts? No one. Well, maybe a law firm, but the rest of us tend to find contracts fraught with conditions, limits, penalties, and fine print. Not our definition of fun.

However, it is possible to have flexible colocation data center contracts written on your terms.

Would you like to delay the start of your monthly payments to avoid double-rent while moving out of another colo data center? That should be possible.

Would you want the option to have a right of first refusal on additional data center space so you can decide later if you need more room? That should not be a problem to arrange.

Does your CFO need to see projections for long-term ROI in order to justify the CAPEX outlay of moving to a colo data center? Accounting experts can provide those tables down to the penny.

Do you want to avoid being charged by the circuit and thus paying for unused power capacity? You should only pay for what you use -- a fixed rate per kilowatt-hour per square foot, based on the monthly amount of power you reserve for your IT footprint. Then you can calculate what you will pay per month.

A good colo data center partner recognizes your needs, and makes sure those are reflected in a flexible contract.



“Migrating my data center sounds risky.”

Packages received and shipped at seven NTT U.S. data centers: 1.5 million over 5 years

Packages lost: 2

The odds of losing a package while migrating your data center (1 in 750,000) are about the **same as being hit by lightning**. Put another way, you would make **60 golf holes-in-one** (odds are 1 in 12,000) before having a package lost.

Source: what are the odds

There are a lot of moving parts (literally and figuratively) in a data center move. Scheduling all the disconnecting, packing, shipping, receiving, configuring, and reconnecting can make people fearful of so many ways things could go wrong.

This should be where an experienced colocation data center really shines. If they have an expert fit-out and deployment services team to handle your move, they will save you time and money. By taking deployment risk, planning, and execution off your plate, you save your internal resources for other projects.

And don't worry, you would still have clear visibility into the minutiae of the move, as your packages go through a highly visible and detailed chain of custody. You would always know exactly where everything is.

A good colo operator should be able to coordinate and assist in your move while providing the level of detail you prefer. They should be able to take on all or part a project, utilizing vendors of your choosing or providing recommendations from their ecosystem of best of breed partners.

By managing the process from beginning to end, a dedicated colo partner can deliver your new deployment to your specifications, on your schedule, and at your price point.



“I don’t want to pay more than I do now.”

By consolidating their data centers into NTT’s data center campus, Polycom realized a **55% reduction in overall costs** while maintaining their IT footprint and improving power availability.

Source: case study

Certainly, any type of change is more difficult to justify if you’re paying more for it, no matter the benefits of the service or product. It’s human nature, we want things that are better, faster, and cheaper. And despite the truth in old axioms that claim that you can’t have all three, with a good colo data center, you can get pretty close.

To logically figure out if you would pay more by migrating to a colo data center, you first need to tally up all the costs related to your current data center. Detailing the energy bill, water bill, personnel costs, security costs, outside vendor support costs, and rent will get you closer to comparing your whole TCO with a colo data center that rolls all of the above into one monthly recurring fee. That would be a true “apples to apples” comparison per se.

Even if you conclude that colo would save money over on-prem, you may be thinking, “What about the cloud? Isn’t that cheaper than colo data centers?” Many companies have found the answer is, “No!” Due to variations in bandwidth usage, cloud deployments can hit you with huge surprise bills, whereas colo data center pricing is straightforward and predictable.

Have you considered migrating some IT workload to the cloud, perhaps for computations, and using a colo data center for storage needs? We’ve heard that some businesses have found that model to be a great financial fit.

Simply put, a good colo data center provider can provide you with economies of scale that you can’t find elsewhere. If a provider you’re considering cannot make you feel comfortable about what you’re paying and what you’re getting, keep looking, and you will find one that can.



“I’m just a small customer; you won’t care about me.”

“NTT has top-notch staff. They’re **always there to answer any questions** we might have. If there’s any kind of a client issue with a connection coming in or anything like that, it’s immediately fixed. We didn’t get that with other data centers.”

- **Ryan Fontaine**
CEO at Citadel Analytics
Source: video case study

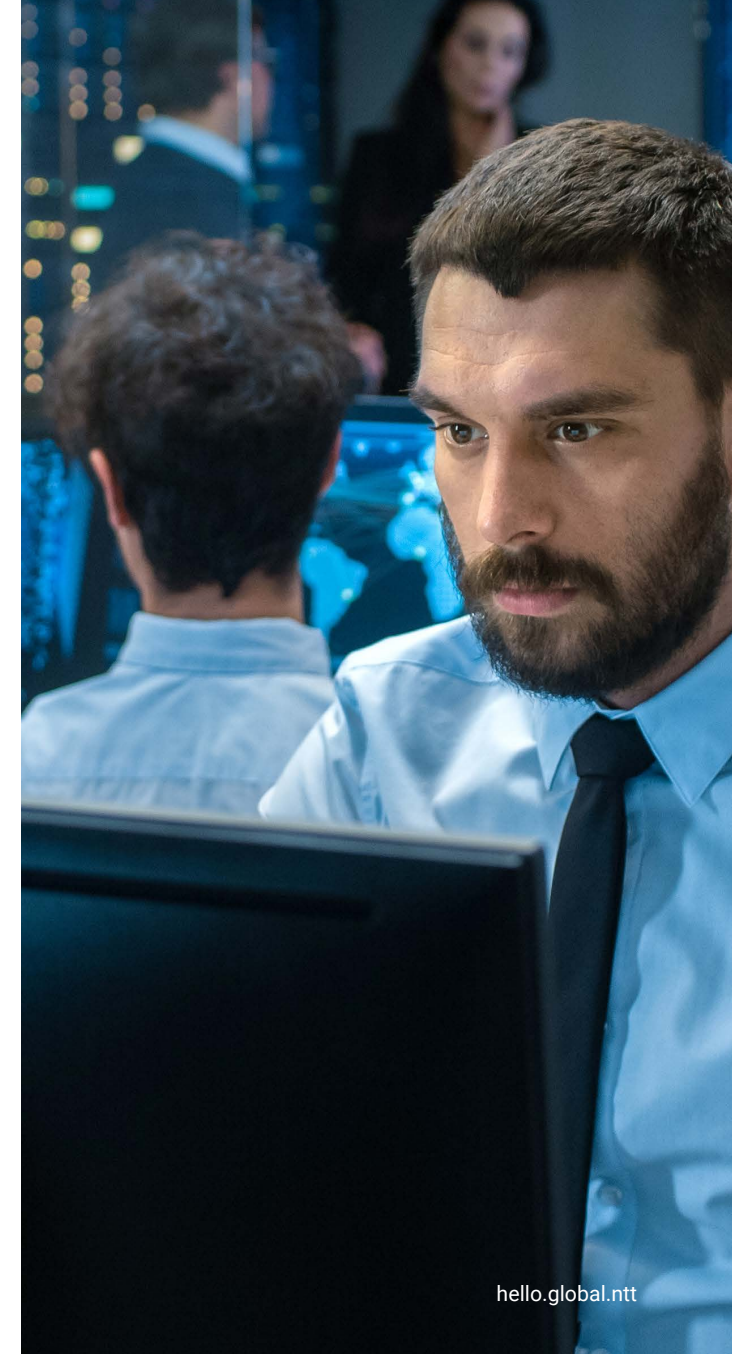
This is an age-old refrain echoed by customers across every conceivable industry. The big-dollar customers get the attention, while the small-contract clients get short-changed.

The same way you check out reviews online before buying, check out what small customers say about their colo provider.

Here are some questions you can ask the colo operator to help you gauge the type of access you will have to their support team.

- How many people?
- At what hours?
- With which skills?
- Will you sell your space to me and then dump me off to a 3rd-party integrator for fit-out?
- Or will I get your full in-house support from points A to Z?

A good colo provider should answer those questions in a way that gives you confidence that you will have a great experience.



“I don’t need a fortress.”

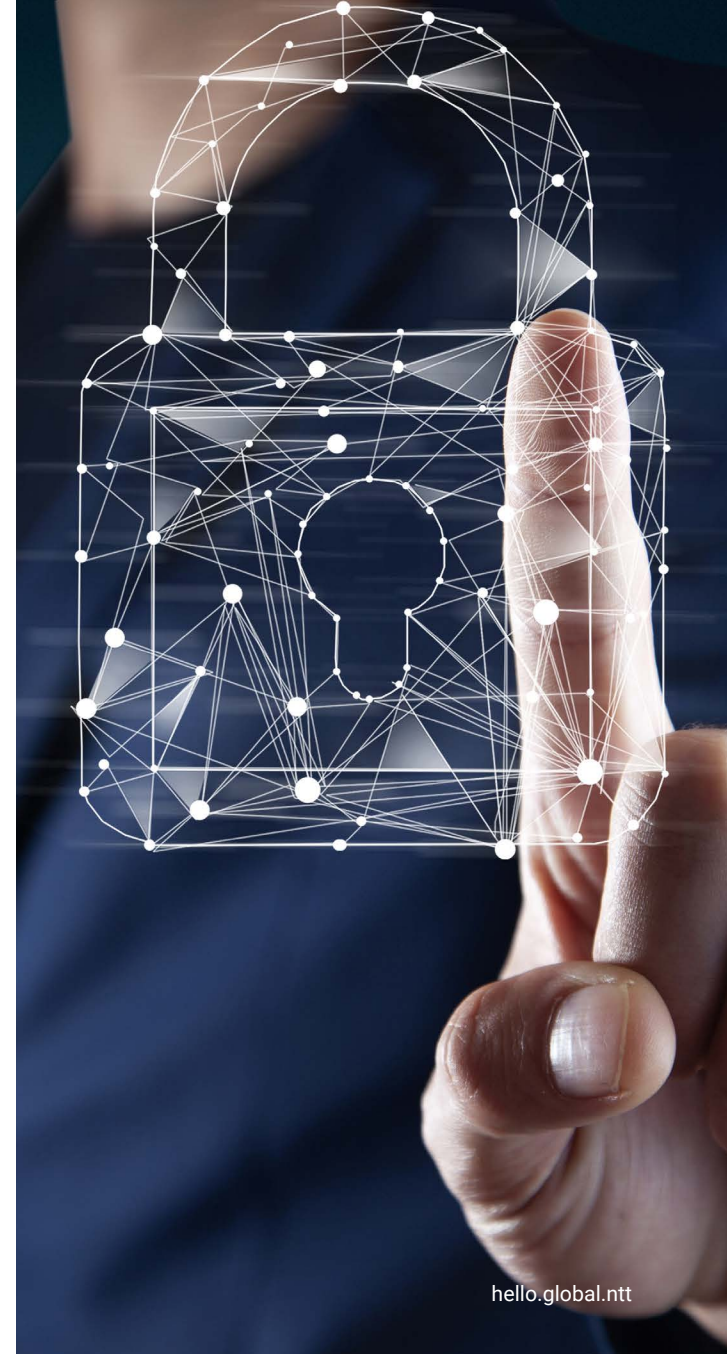
Ponemon Institute released a survey of risk professionals, in which **97 percent** said that unsecured internet-enabled devices could be **catastrophic** for their organizations. However, only **9 percent** of survey respondents said they were **fully aware** of all the physical devices in their environment that were connected to the internet.

Sure, data centers can look over-protected. With no-climb fences around the perimeter, anti-ram barrier gates at the campus entrance, concrete bollards near the front door, and cameras everywhere, most colo facilities look like they’re bracing for a Marvel supervillain attack.

You might think you don’t really need the type of security and protection that colo data centers provide, but security risks are everywhere. You’ve read the stories about breaches at companies like Target. Power supplies, heating, and cooling systems, even security systems themselves can all be entry points for both determined threat actors and casual attackers who scan the internet for insecure access points. Wouldn’t you want appropriate levels of security keeping an eye on who could access those potential backdoors?

Colo data centers take a proactive approach with multi-factor, sophisticated security systems, dedicated cameras for your space, your own biometric or PIN readers, and trained security staff patrolling the grounds 24/7/365.

Enjoy leaning back and putting your feet up with a newfound peace of mind knowing that your mission-critical infrastructure is safe and protected by a combination of highly-trained staff and state-of-the-art technology.





Together we do great things