

THE ULTIMATE GUIDE TO COLOCATION

FROM DIGITAL SERVICE CONSULTANTS



DIGITAL
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CONSULTANTS

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Introduction

Setting up colocation is a rapidly growing trend among businesses. It makes sense for many companies to move their network and server operations off-site to increase reliability and uptime, free up space, increase security and save on their IT budgets. Other companies are choosing to make colocation a part of their hybrid data storage solution, combining it with cloud services. Knowing whether colocation is the right choice for your business may be difficult, especially if you are not sure exactly what it is and how it can benefit your company.

That's why DSC has created this eBook. It's for business owners who want to better understand what colocation is in an easy to understand format, using non-technical terms to help you make an informed decision.

DSC Is Here to Help

If you have further questions about colocation, contact the experts at DSC. We are here to help.

CONTACT DSC



What Is Colocation?

Put simply, colocation is a storage service provided to businesses who want to increase the reliability of their data storage and the speed at which they can access it. It also lowers the total cost of ownership for IT departments.

With colocation you can rent physical space in a data center where you can house your own server(s) and other computing hardware. The server(s) remains the property of your company and its operating system and applications are all controlled by you as well.

The Colocation Hosting Provider Supplies:

- ✓ the physical space for your server
- ✓ the power that it needs to run on
- ✓ the security to ensure the safety of your data and equipment
- ✓ the cooling necessary to keep your equipment functioning
- ✓ the expertise required to troubleshoot problems if requested
- ✓ all of the network resources you need including ample bandwidth and IP addresses.

According to DataCenter Knowledge, enterprises are replacing their on-premises data centers with a hybrid solution that is a combination of cloud services and modern colocation facilities.

The Advantages Of Colocation

And How It Can Save Your Business Money

Colocation Can Decrease Your DownTime

When your servers go down, your business loses money. Your customers can no longer purchase from you or contact you, production stops, your staff cannot function properly, and your systems have to be reset.

A server colocation center provides you with a secondary network that can be easily activated if your primary internet connection fails. This feature is known as network redundancy.

Colocation service providers such as DSC can give your business a 100% SLA (service level agreement) Uptime guaranteed! Uptime is the amount of time you are online. If the power goes out, DSC is equipped with a natural gas powered generator as a redundant power source so your servers will never be without power.

DSC also offers you 24x7x365 monitoring of latency, packet loss, and outages so we know about problems before you do.

**DSC offers 100% SLA &
24 x 7 x 365 monitoring**

Colocation Can Save You on Energy Costs and Prevent Problems

Keeping an on-site IT department fully powered costs a lot of money. A large amount of energy is required to both run your servers and to keep them cool. If HVAC outages take place, servers can actually be lost. DSC's redundant HVAC system provides you with peace of mind.

Commercial colocation centers consume an incredible amount of energy so they can usually bargain with power companies to negotiate a better price. Those savings can then be passed on to their customers.

Colocation Will Save You Money on Space

Space is expensive and servers and computer equipment can take up a lot of it. If you move your servers to a colocation facility, you can either save money on the high cost of leasing your on-site IT department or you can use that space to expand your business and make even more money.

Choosing a data center that is located in a more reasonable real estate location can also help save you money.

DSC is conveniently located in Buford, Georgia, just outside of the city of Atlanta. Our ample free parking is another huge bonus that will not only save you on parking fees, but also on the time it takes to find a parking spot. Our location is just off the interstates and easy to access. With DSC, there's no need to stress about fighting downtown traffic to get to your server!



Colocation Can Save You Money on Infrastructure Maintenance

If you have an on-site data center, then you will probably know that about half of the money that it takes to run your center goes to maintenance fees. Often, your biggest expenses will be your HVAC system to cool your facility, your fire suppression system, and your UPS (uninterrupted Power Supply).

A colocation facility will take care of all of these expenses for you and since they are providing these services to multiple customers, they are able to negotiate better prices and pass those savings onto you, their customers. DSC's redundant HVAC system means you have peace of mind and your server will never overheat.

Colocation Can Save You Money on Salaries

If your business staffs its own IT department, then you will spend a large portion of your budget on annual salaries for your IT personnel.

Switching to a colocation model will drastically lower this expense as you will no longer have to pay for these full-time positions.

If you choose a colocation hosting provider such as DSC, you will also enjoy the benefit of "remote hands." This means that when you need immediate assistance, a trained IT professional is on-site, ready to troubleshoot any problem with your equipment. There is also no charge for quick reboots.

Additional Advantages To Colocation

Security

Most office building are not designed for commercial-grade data security. The costs associated with installing additional security is usually too high that it isn't economically viable to do so.

In addition, office buildings are often shared with other companies making it even more difficult to keep your data secure.

Colocation facilities are designed with the security features required to keep your data safe from theft as well as damage.

DSC offers its customers a Secured Data Center with Multilayer Access Controls including security fencing, secure building, and digital entry keypad and lock. We also provide video, environmental monitoring and surveillance of the premises.

DSC offers a secured data center with multilayer access

Colocation Offers You Affordable and Fast Scalability

Colocation centers like DSC have the added advantage of extra space. As your business grows, we can offer you the space that you need quickly and at a much lower price than it would cost you to expand your own on-site data center.

In addition to space, we can also increase bandwidth for your server at any point in time. For example, if your business launches a campaign and you find that you are getting more website hits than it can handle, you can contact DSC for an instant increase in your bandwidth. This process can often take weeks for large companies, but with DSC, you can increase your speed immediately!

**DSC offers you extra space
for expansion**

Colocation Pricing

What Impacts Colocation Pricing?

There are a few main factors that determine the price you will pay for your colocation hosting. These include:

Rack Space

Colocation hosting centers are equipped with racks that are designed to hold servers and other IT equipment. Rack space refers to the physical amount of space that your server(s) will take up on a rack. You pay for the amount of space that you need.

Setup

You will find that you will need to pay an initial set up fee when you begin colocation hosting. Your equipment will need to be physically moved to the data center and then installed.

This setup requires time to perform and may be done by the internal team at the data center or someone in your IT department.

**Factors such as rack space
and initial setup affect
colocation pricing**

Internet

You will also require an Internet-based VPN connection, which will be the way that you can access your equipment at the data center from your office. Often you will need an above-average bandwidth to compensate for the distance between the two locations so that your software can operate at high enough speeds.

You may also need to purchase dedicated IP addresses as your current Internet Service Provider may not service the data center that you are going to use. Colocation providers such as DSC provide you with a number of IP's as part of their colocation packages.

Support

Colocation is not a managed service, however, some data centers may provide this service to you for an additional fee. You will need to determine who will be responsible for monitoring and maintaining your equipment at the data center.

If you are going to be doing that yourself, you will need to make sure that you send someone to the data center on a regular basis. Another option is to pay for an outsourced provider to be responsible for monitoring your equipment on a regular basis.

How Does Rack Pricing Work?

Colocation pricing is largely determined by the amount of space your equipment takes up. In order to understand how colocation pricing works, it is helpful to learn some of the terms used when figuring out the cost and what those terms refer to.

1U: The unit of measurement used when talking about rack space is “U”, which is equal to 1.75 inches in height. A piece of equipment that is 3.5 inches high would take up 2U of rack space.

Full Rack

A typical full-sized rack cage found in data centers is 42U high and either 19 or 23 inches wide. The individual pieces of equipment held on these racks are usually anywhere from 1U to 4U high. Most rack-mount servers take up 1-2 Us of space.

Half Rack

The term half rack can be used to refer to:

- A piece of equipment that only takes up half the width of a rack frame – two such pieces of equipment can be placed side by side on a rack.

-A piece of equipment that only takes up half the depth of a rack frame – two such pieces of equipment can be placed on the same rack, one in the front and one at the back.

- A rack enclosure that is half the height of a full rack (22U tall).

Quarter Rack

The term quarter rack usually refers to 10U of space on a full sized rack or about one-quarter of the space on the rack.

**Typical full-sized rack cages
are 42U high**

What's Next?

How To Find The Right Colocation Provider For Your Business

Choose a Provider With The Best Location For You

Location is very important when choosing a colocation facility. It needs to be far enough away from your business so that a natural disaster won't affect both locations. It also needs to be easily accessible when you need to get there or to send staff there.

DSC is located in a very low risk area for natural disasters and is a short drive from downtown Atlanta.

Choose a Provider with High Quality of Service

Check to make sure that the provider has a very high quality of service and that this has been proven over time.

DSC has been in the data center business for 25 years. We offer high quality service including:

- Unmetered data transfer service plans (we don't charge for transfer, i.e how much data someone uses)
- Geographically Diverse Routed Internet Connectivity
- Multiple Tier 1 Carriers

-Custom Low Latency paths via direct peering to the Atlanta's top Internet Exchanges

-24 hour tech support for outage related events - you can get us when you need us

-Easy access to larger blocks of IP addresses - Class C even

-Installation/Setup in typically less than 48hrs

**DSC offers high quality
colocation service**

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Digital Service Consultants (DSC) is Georgia's premiere provider for managed IT services and colocation services that address the business needs of small and large businesses alike. As a Digital Solutions Provider, DSC offers broadband Internet services, hosting, colocation, disaster recovery support, Software as a Service (SaaS) hosting, and a wide array of professional services. From setting up small business WiFi services to enterprise architecture consulting, DSC's staff is highly experienced in addressing your technology needs to drive your business forward.

DSC: Colocation Services You Can Rely On
Contact our team today to find out how we can support your business with colocation services.

CONTACT DSC

