



Managed Datacenter Prospecting Guide

What you can find here

- Customer profiles
- Common buzzwords
- Key benefits
- Positioning
- Overcoming common objections
- Sample cost analysis and value props
- Available resources



A man and a woman are standing in a server room, looking at a laptop. The man is on the left, wearing a grey sweater and a blue lanyard. The woman is on the right, wearing a white shirt and a blue lanyard. They are both looking at the laptop screen. The background shows rows of server racks with blue lighting.

Managed Datacenters

Datacenters: Customer Profiles

Media Small to medium-sized newspapers, magazines, design firms and websites

Web services Web-based software developers, web design, web hosting, graphic design, web development

E-commerce Online retail and B2B services...think Amazon, Zappos, etc.

Financial services Credit unions, banks, credit cards, insurance, consumer finance, stock brokerages, investment funds, government sponsored enterprises

Datacenters: Customer Profiles

Health/Medical industry Hospitals, clinics, physician offices, home health care agencies, medical service call centers and customer care centers

Multi-location firms Single location companies may still need a colo solution (i.e. data backup, BC/DR plans, legal compliance)

Datacenters: Buzzwords

Cost Savings: Colocating instead of building or adding to existing private datacenter equals major CAPEX savings

Security: 24/7 onsite security, network security, CCTV surveillance, badge entry etc. – impossible for customer to match

Scalability: Infrastructure and network...check. We can quickly and easily increase both. Simply, we have IT and they don't!

Datacenters: Buzzwords

Accessibility: Access to multiple carriers (this means they can colocate and still not be core product customers....for now that is!)

Continuity: Complete redundancy of customer's servers/applications. No downtime.

Datacenters: Key Benefits

- Lower and more predictable costs
- IT/telecom flexibility
- More security
- Uptime and access to business critical applications



Datacenters: Key Benefits

What do customer's put in a colo/datacenter?

PBX/IP PBX Telco equipment to centralize/decentralize voice services

Core TPx services SmartVoice, DIA, OneNet

Storage applications Customers may move their data storage equipment to our facility for redundancy, accessibility, or compliance

Web servers Site hosting, gaming, data storage & enterprise apps; high ping/high access or customer-facing apps

Datacenters: Qualifying Questions

Do you have all your IT in-house or do you outsource?

Many of our customers use our colo solutions in centralizing and decentralizing their IT applications. This helps them consolidate resources and obtain substantial cost savings.

Do you have your own datacenter?

Colocating instead of building a datacenter will save you money by allowing your company to leverage otherwise costly, secure, accessible, redundant systems and services.

Datacenters: Qualifying Questions

Are you running e-commerce apps on your network?

Our datacenter and colo facilities can house your e-commerce applications and ensure your business remains operational with access to a redundant network that is both secure and scalable.

Does your business have compliance requirements?

Colocating your equipment at one of our SSAE 18 certified datacenters can help your business stay compliant with your industry specific requirements.

Datacenters: Qualifying Questions

Will data transfer requirements demand more bandwidth?

Your business performance should not suffer due to limited or maxed-out bandwidth. With our colo services you have the ability to scale your network access as needed with our burstable bandwidth option.

Are you looking to lower your datacenter expenses?

You can leverage the economies of scale and take advantage of our redundant power as well as cooling and network connectivity that is already available in our datacenters.

Datacenters: Qualifying Questions

Are you looking to move to a virtualized environment?

Hosting your private cloud in our datacenters ensures your end users have secure access when they need it and positions you to better leverage upcoming cloud services.

Is security a concern when it comes to your data?

The costs of network security, 24/7 on-site monitoring, CCTV video surveillance, badge and biometric access, and the SSAE 18 auditing process would be astronomical and a no-win business case for most companies.

Datacenters: Qualifying Questions

Do you have any workplace mobility requirements?

Your mobile end users can use a VPN connection via the Internet to connect to your business applications housed in our colo, thus providing virtually unobstructed accessibility.

Do you anticipate your company growing or expanding?

Expanding your datacenter and network access capacity can be costly. We are able to quickly add capacity for your equipment as well as increase your network access as your business needs grow.

Datacenters: Qualifying Questions

Do you run any internal business critical applications?

Housing your business critical applications in our datacenter provides you with peace of mind in knowing that you will have redundant power and network access points in a highly secure environment.



Value Prop: eliminating the cost of downtime

24/7 Operations

- \$10M \$ 1,141/hr
- \$50M \$ 5,708/hr
- \$100M \$11,416/hr
- \$250M \$28,540/hr
- \$500M \$57,080/hr

40-hour Work Week

- \$10M \$ 4,810/hr
- \$50M \$ 24,050/hr
- \$100M \$ 48,100/hr
- \$250M \$120,250/hr
- \$500M \$240,500/hr

Managed Datacenter: Key Resources

- Dedicated Channel Sales Team
- Dedicated Channel Technical Sales Engineers and Evangelist
- Dedicated Channel Provisioning & Project Management Team
- Customer Facing Brochures
- Case Studies
- Orchestrator Video Demo
- Competitive Battlecard

Datacenters: Reference & Resources

<https://www.ssaе-16.com/soc-1-report/the-ssae-18-audit-standard/>

<https://www.aicpa.org/content/dam/aicpa/research/standards/auditattest/downloadabledocuments/ssae-no-18.pdf>

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<http://www.datacenterjournal.com/data-center-colocation-benefits-businesses/>

<https://www.datacenterknowledge.com/archives/2015/02/09/understanding-business-benefits-colocation>

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