
Colocation Provider Strategies for Success

How Colocation Providers Can Gain a
Competitive Advantage with
Converged Infrastructure Solutions

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Across industries and geographies, organizations of all types and sizes are considering outsourcing their on-premises data centers to a colocation provider — and there is no shortage of vendors for them to choose from. How can a colocation provider gain an edge over the competition? By first understanding why organizations want to move their data center off-premises, and then designing a solution that will set them up for success.



Why Organizations Seek Out Colocation Providers

Freeing up internal resources to focus on driving business innovation rather than managing IT operations is a near-universal motivation for organizations that seek out colocation providers. By working with a colocation provider they can avoid the up-front costs of building or expanding their own data center, as well as leverage the newer technologies that early-adopting colocation providers can deliver. Many prospective tenants are also in pursuit of a provider who can help them meet the more pressing requirement for agility. They want a partner who can help them quickly and securely spin up or make changes to their data center environment to support all types of applications and enable new business opportunities.

Even in the era of digital transformation, when many organizations are adopting or accelerating their use of the cloud, applications and services still run on servers, and those servers run on physical infrastructure that sits at some physical location. This is why a colocation provider without a strong yet agile physical infrastructure will not be able to meet the needs of most tenants. Yet many colocation architects struggle with how to stitch together the components that create this type of physical infrastructure. They frequently are forced to rely on other vendors to provide certain components, which creates complexity, lengthens deployment times, and leads to increased costs. Once deployed, their operations teams wrestle with the day-to-day challenges that come along with delivering on the promise of providing a best-in-class data center experience.

How Converged Infrastructure Solutions Help Colocation Providers

Known for their elasticity – the ability to seamlessly adapt to workload changes – converged infrastructure solutions combine into one offering physical infrastructure and logical network systems. They simplify, secure, and speed up the process of deploying, changing, or expanding tenant data center environments of varying sizes and requirements.

Select converged infrastructure providers – Panduit among them – provide comprehensive 'rack and roll' solutions that arrive ready to be deployed, thereby reducing the time required for planning, procurement and installation. And they offer a modular approach to convergence, meaning that colocation providers can configure a customized solution to meet individual tenant requirements. Colocation providers that leverage this type of approach to converged infrastructure repeatedly cite benefits including increased operational efficiencies, improved space utilization, faster and more repeatable onboarding and implementation, and reduced risk.



Case Study: How a Fortune 500 Company Avoided Unnecessary Expenses with a Converged Infrastructure Solution

Challenge:

A leading Fortune 500 Financial Data Services company sought to consolidate its data center footprint from eleven to two, migrate to a new hosting platform before contract termination to avoid fees, and greatly reduce power costs.

Solution:

Panduit Converged Infrastructure Solutions and Panduit Intelligent Monitoring Solutions

Outcome:

- Created a standardized, sustainable and future ready infrastructure
- Completed a project that typically takes one year in 90 days
- Exceeded deployment expectations by delivering on-time and within budget
- Reduced:
 - Assessment up to 80%
 - Planning up to 80%
 - Fulfillment up to 90%
 - Deployment up to 65%

Converged Infrastructure Solutions from Panduit

Panduit is committed to developing real-world innovations to help colocation providers conquer business and technology challenges. Our Converged Infrastructure solutions are built for next-generation data center deployments, and are supported by a strong Alliance Partner community for the highest performance and value. They address challenges such as power and cooling cost management, access control, connectivity and migration to next-generation Ethernet.

With Panduit Converged Infrastructure solutions, organizations can:

- **Deploy Tenant Environments with Confidence**
Rack and roll offerings are based on proven reference architectures that map the logical to physical layer, and are pre-engineered, tested, and validated and arrive ready to be deployed, reducing the time required for planning, designing, procuring and installing.
- **Leverage Built-In Intelligence for Efficiency and Security**
A modular approach to implementing power management, thermal monitoring and keyless door access for enhanced security can be custom configured to meet operational transparency and actionable information needs.
- **Take Advantage of Fast, Single Part Number Quoting and Procurement**
Easily attach a custom configured, robust and intelligent solution that fulfills network, compute and storage hardware quotes.

Converged Infrastructure Solutions That Make Dollars and Sense

Learn how Panduit can help you build a better data center experience for your tenants and move your business forward. For more information about what Panduit can do for you, read the Converged Infrastructure brochure or visit panduit.com.



Since 1955, Panduit's culture of curiosity and passion for problem solving have enabled more meaningful connections between companies' business goals and their marketplace success. Panduit creates leading-edge physical, electrical, and network infrastructure solutions for enterprise-wide environments, from the data center to the telecom room, from the desktop to the plant floor. Headquartered in Tinley Park, IL, USA and operating in 112 global locations, Panduit's proven reputation for quality and technology leadership, coupled with a robust partner ecosystem, help support, sustain, and empower business growth in a connected world.

For more information

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