



Cloud vs. Colo: Colo Wins on 4 out of 5 Key Criteria

The world isn't getting any friendlier — we hear of new security threats, hacking attacks and data breaches every week. Couple that with major service interruptions and outages experienced with the largest cloud provider, and it is no surprise that business and IT decision makers are only willing to put their applications and systems in the cloud, if they know exactly where that cloud is hosted. And that isn't even good enough for the core systems — the real important applications that businesses can't afford to go down. For systems that are critical to always be up and running, secure and highly available, businesses know they need to keep those systems on their own equipment — under their complete control.

That is why Cloud Computing will never fully replace the original IT Outsourcing solution: ***Colocation.***

Colocation delivers the same significant benefits to customers today as it always has, and remains the optimal type of outsourcing for a company's most critical applications and systems. There are four key reasons companies choose data center colocation over cloud computing: reliability; security; savings; and support. However, there is one additional key criteria — scalability — that colocation can't quite offer the same advantages of cloud computing.

This white paper will dive into the reasons colocation offers significant advantages when compared to cloud computing for each of those four key criteria, and then discuss the need for complete scalability for systems as well. If any of these five categories are important to your business or IT department, this document should prove to be of value to your decision making processes.

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In Conclusion: Accessibility

In conclusion, the decision to outsource your IT environment should be a decision you make per each application or system. There may be reasons to move some of your applications to a cloud computing solution, but your business must be willing to pay a premium for the elasticity that is offered, as well as settle for a reduced level of reliability, security and support.

For those applications that don't need variable levels of compute resources, your best option is to go with a colocation solution in a Tier III data center. You'll gain the benefits of guaranteed reliability, multiple layers of physical security as well as an ability to control

your own network security. You'll also be able to leverage an extension of your IT team to help manage the day-to-day maintenance and monitoring of your equipment, so your IT leaders can focus on helping your business grow.

One more reason that colocation is often preferred — it is much more accessible. You'll know exactly where your equipment is, and you can meet the team that is on-site 24x7x365 to keep your environment protected, connected and always up and running. Choose a colocation provider that is convenient to get to, and you'll always have an ability to manage and optimize your equipment whenever you need to.

About SV Colo



SV Colo delivers **supportive, scalable and secure** IT colocation services for small to midsize businesses and start-ups in northern California, so they can stay focused on growing their business. SV Colo supports the back end — keeping IT infrastructure secured, powered, cooled and connected in their state-of-the-art Tier III data centers located right in the heart of Silicon Valley — all for a fraction of the CAPEX costs required from a dedicated in-house environment.

Starting as an ISP in 1994, SV Colo's focus on aligning customer needs with the proper solution, combined with a core focus on service, provides the flexibility and peace of mind businesses like yours require from a data center provider.

A professionally-run data center, SV Colo provides highly secure, environmentally controlled facilities with multiple layers of electrical and mechanical redundancy. SV Colo's carrier-neutral data center services are reliable, scalable and secure; all backed with industry-leading service level agreements (SLAs) and technical experts.

SV Colo delivers quality service to our customers for guaranteed uptime of their mission critical infrastructure. We provide all customers with flexible and scalable solutions, 24x7x365 expert help at no additional cost, and complete transparency in all our interactions.

To discuss your business' requirements with an SV Colo expert, call 408-541-2009 or visit www.svcolo.com/contact today.