Choosing a Co-location Facility

Kyle Faber

Sr Director, CDN Delivery

k@edg.io

Edgio

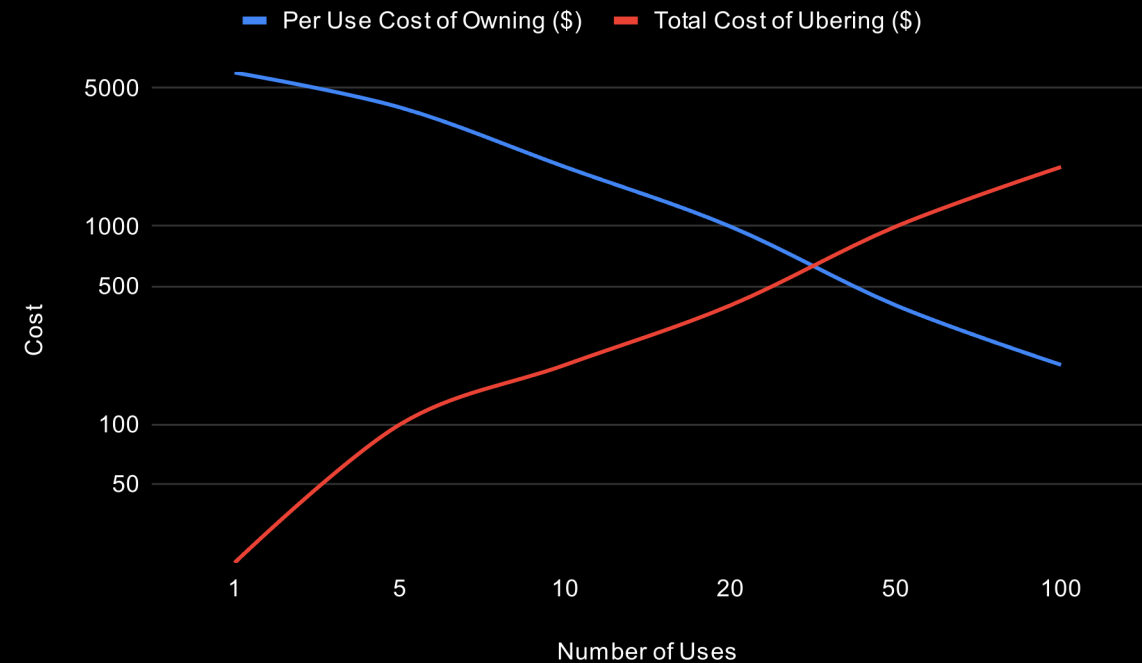# Agenda

1   Economics of "Minimum Load"

2   The Must-Haves and How to Tell Who Is Bluffing

3   What Are Your Crucial Needs?

4   There's No Law That Says You Have to Choose

The Economics of Minimum Load

Owning: Best for high "average minimum load." Full control and long-term savings. (Example: Owning a car for daily driving)

Renting: Ideal for moderate "average minimum load." Flexibility and scalability. (Example: Renting a car for a week-long vacation)

On-Demand Services: Suitable for the lowest "average minimum load." Pay-as-you-go and adaptability. (Example: Using Uber for occasional rides)

Considerations in the Economics of Minimum Load

Making Informed Decisions

- Cost Analysis: Evaluate total costs based on specific "minimum loads" and milestones

- Logistical Factors: Consider convenience, flexibility, and logistics

- Future Needs: Assess potential changes in "minimum load" over time.

▪ *Are we scaling for growth or changing the economics of our existing demand?*

▪ *Do I have the necessary personnel to handle the new responsibilities of this installation?*

▪ *Am I creating a monster that must be fed to be sustainable?*

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The Must-Haves

Certifications can do a lot for you

Examples include:

- ISO 9000
- SOC 2 (Types I and II)
- ISO 22301
- Regional versions or variations

"Evaluating colocation agreements? Understand industry standards and what they mean for your business. Certifications may seem complex, but knowing your minimum requirements saves time upfront and during a contract."

We've seen it all

Nobody Loves an Outage

Brought to you by the Department of Redundancy Department

- **Look for Redundancy**: Select a data center that emphasizes redundancy to avoid single points of failure and ensure uninterrupted operations.

- **Consider UPS Systems**: Evaluate the presence and quality of Uninterruptible Power Supply (UPS) systems to guarantee backup power in case of outages.

- **Investigate Power Generation**: Explore how the data center handles power generation and distribution; accountability in this area ensures reliable, uninterrupted service.

- **Demand High Uptime Standards**: Choose a data center with high uptime standards to minimize downtime and guarantee optimal performance for your critical applications.

At Edgio, we choose datacenters on multiple standards:

1. *For our CDN nodes, proximity to end users is key. We aim for the best quality connectivity available, balancing quick content delivery with cost-effectiveness*

2. *For our back office systems, uptime is crucial and, while important, a varied and low latency connection to the edge can take a back seat to pursuing an uptime guarantee of "Six 9s" (99.9999% aka 2.6 seconds of possible downtime monthly)*

Is it hot in here or is it just me?

Edgio's additional requirements revolve around power & density

5 minutes

Cooling Speed

76°F

Temperature Maintenance

Yes

High-Density Heat
Rejection Technology

Efficiencies Mask Explosive Growth

" Edgio's primary measure of server power efficiency has improved by *30%* in 8 years. In those same 8 years, we've also seen a *760%* increase in our primary measure of server density.

" Despite these efficiencies, Edgio's consumption of data center space has still grown by more than *50%* in the same 8 years, driven by the growth in internet traffic

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Connectivity, Support & Cost Considerations

Assess the connectivity options. Consider building a metro if the density supports it, ensuring optimal connectivity for your business

24x7 remote hands support ensures immediate assistance and troubleshooting, maximizing uptime and minimizing downtime
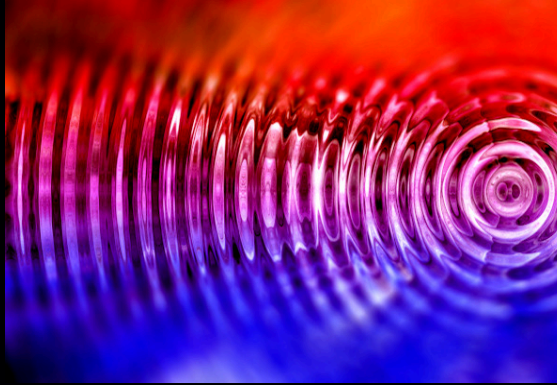

And of course, cost should align with your budget and provide value for the services offered

Sustainability & Environmental Considerations

Consider the data center's usage of solar energy and commitment to greening initiatives. Look for those prioritizing renewable energy sources

Evaluate the data center's Environmental, Social, and Governance (ESG) practices. Align with data centers that resonate with your sustainability goals

Highlight your specific sustainability goals. Ensure the data center's practices align with your company's values and initiatives
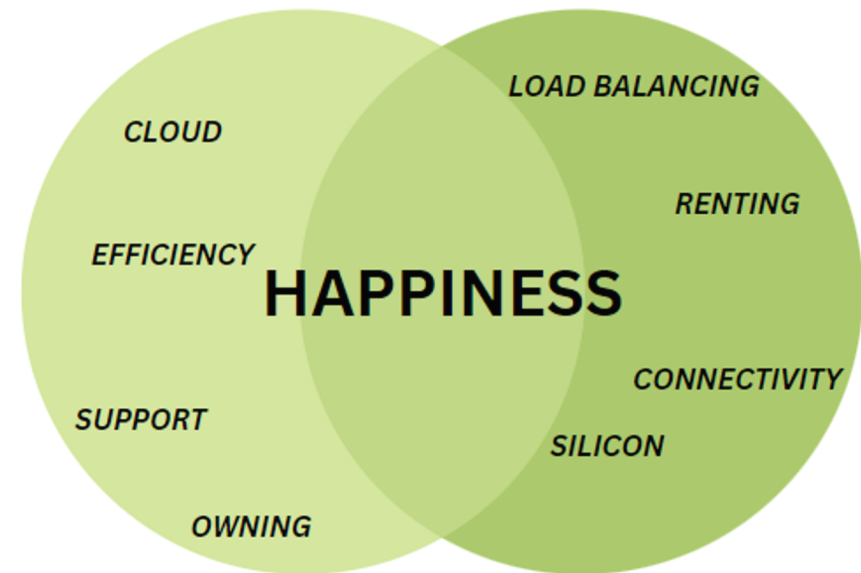
You can't account for everything...

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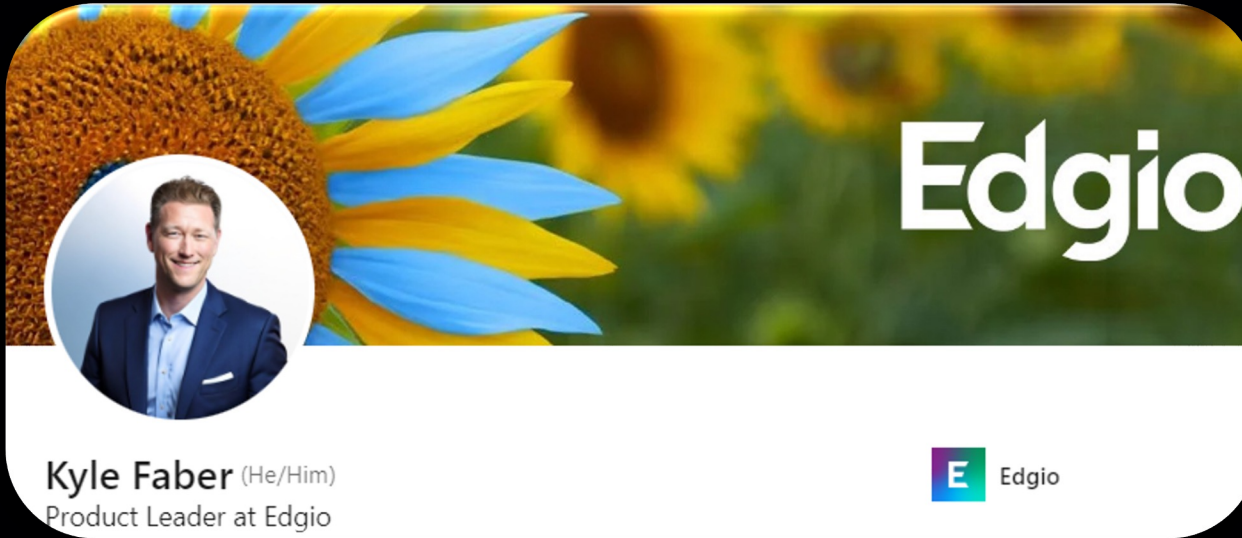
Choosing Your Path: No One-Size-Fits-All Solution

The choice between owning, renting, or utilizing on-demand cloud services is determined by your unique 'average minimum load' and strategic objectives. Like Edgio, you can find a blend of these options that aligns with your goals. Remember, there's no law that says you have to choose one path

Questions?

I'd love to follow-up with you

Kyle Faber (He/Him)
Product Leader at Edgio

Connect with me on LinkedIn

Kyle Faber

k@edg.io

https://www.linkedin.com/in/kyle-faber-9062222/

DEVELOP YOUR BUSINESS ON THE LEADING EDGE.

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