Outsourcing to a Data Center Partner

r² rack squared
exponentially better

Industry Trends and Stats

As companies grow and individual needs change, companies need to allocate the proper amount of time and resources on the management of their servers. To effectively protect your data you need storage, software and a dedicated IT team managing and maintaining your infrastructure, all of which can be expensive and costs continue to rise.

Because of the increase in today's data usage and management needs, many are looking to save money by purchasing data protection solutions for their business. To learn more, we researched the latest trends and stats on why outsourced data centers are making such an impact.

Colocation absorption rates .... HAVE REACHED RECORD HIGHS, WITH **357.85MW** IN THE TOP U.S. MARKETS

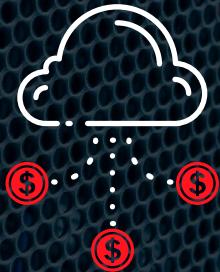**Global web traffic will reach 3.3 zettabytes** ANNUALLY BY 2021 *compared to 1.2 ZB in 2016, and is predicted to triple over the next 5 years*

Storage Costs TO MANAGE DATA IN-HOUSE CAN EXCEED **$12K/month**

DATA WAREHOUSE SOFTWARE COSTS CAN BE UP TO **$24K/year**

THE TOTAL COST OF **staffing a dedicated IT team** CAN BE AS HIGH AS **$28K-$38K/month**

In-house data solutions costs can reach **$468K/year**

RACKSQUARED SOLUTIONS THAT PROTECT YOUR BUSINESS
AND SAVE YOU MONEY

Many organizations are expanding rapidly and realizing that the amount of money they are spending on their infrastructure far exceeds their budgets. A data center is used solely for this purpose—protecting your data with cloud and colocation solutions while also saving you money.

Companies can expect to save around **40-60%** when outsourcing to data centers compared to building and managing servers in-house

Nearly **1/4** of data center space in North America is **outsourced**, and the trend looks to continue

Racksquared Data Centers has invested **more than** **$5M** and plans to invest **$1.5M** in the upcoming year in state of the art equipment, and A/C Generator upgrades to protect our customers

Racksquared colocation services from 1U of rack space to several racks enclosed in a private cage:
$80-$699/month

VS

In-house storage costs:
$12,000/month

Racksquared uses the latest in network technology to provide **connection speeds up to**
100GB

Power is backed up by multiple UPSs and a generator to **ensure uptime**

READY TO START PROTECTING YOUR BUSINESS?

Racksquared Data Center provides protection of virtual machines and the data stored on those machines. Rest assured your data is safe when stored in our secure, 24x7x365 managed data center. Call **855.380.7225** or email to **Sales@Racksquared.com** to learn more.

"Racksquared is there every step of the way, helping with new installs and projects and letting me focus on driving IT solutions for the business rather than worrying about backend infrastructure issues."

—Shane Hart, Vice President, IT at MXD Group

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www.racksquared.com