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CHARACTERISTICS OF A **PROACTIVE (DATA CENTER) PARTNER**

Whether you're outsourcing your data center for the first time, or you're ready to make a change in providers, it's critical that you look for a proactive partner. What's a **proactive partner**? To get to that answer, first consider the opposite. *Does your data center provider only call when the bill is due? Do they only reach out when they want to upsell you on something? Have they not even taken the time to learn and understand your business?* **If this is the case, they aren't a proactive partner that has your best interests in mind.**

So how do you know if a provider will take the effort to understand your specific needs and be there to provide solutions as your business grows?

By recognizing the six characteristics of a proactive partner.





1

COLLABORATIVE

Partnership is a two-way street. A proactive partner is one that is willing to work together with you to reach the right solution for your particular needs. For example, if you want to be more productive without purchasing expensive new equipment, a proactive partner will find a way to make it work.

HOW RACKSQUARED COLLABORATES:

We're here to help with *your* applications and *your* solutions and find new ways for you to get more out of your existing technology.



2

COMMUNICATOR

Proactive partners encourage open communication. This includes things like sharing new capabilities that will be able to help you do more, or providing updates on their business that may affect yours.

HOW RACKSQUARED COMMUNICATES:

We share guidance and perspective you don't always get from a typical provider.





3

LISTENER

Sometimes all you need is a sounding board. The best partners are always open to hearing any concerns and issues that might be on their partner's mind.

HOW RACKSQUARED LISTENS:

When customers bring us their issues, we're all ears. The more we know about you, the better we can serve your business.





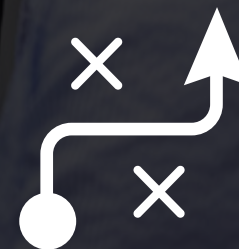
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PROBLEM SOLVER

It shouldn't be "get used to it, that's just the way it works", but "how can we find a way to make this work?" A proactive partner is always striving to find solutions that help you do things faster, more affordably, more efficiently, better.

HOW RACKSQUARED SOLVES PROBLEMS:

The first thing people see when they enter our data center is our extensive wall of certifications. Tap into our team's diverse expertise for help solving any issues that may arise.





5

CREATIVE

Many providers only offer standard services and are rigid in their willingness to work within clients' terms. But no two businesses are identical, and therefore, one-size-fits-all solution don't exist. Proactive partners work to find creative, outside-the-box solutions.

HOW RACKSQUARED IS CREATIVE:

Need a custom solution? No problem. Whatever the request, we will work within your particular needs to find the right one for your business.





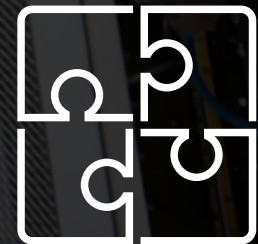
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COMPLEMENTARY

The best partnerships equal a whole greater than the sum of the parts. Perhaps you have server expertise but need some help with networking. Whatever the case, look for a partner that complements your competencies.

HOW RACKSQUARED COMPLEMENTS YOUR BUSINESS:

We can round out your portfolio of capabilities and fill the gaps missing in your IT department so you can be covered across the spectrum of IT needs.





For colocation, hosting, backup and storage, managed services, disaster recovery, or whatever your needs may be, Racksquared can be that proactive data center partner that is there for you as your business grows. **Contact Racksquared today at 614-437-4944 or brianmccann@racksquared.com**

