



The Hyperscale Imperative:

Interconnected Points of Presence Enhance Global Mega Data Center Footprint

Ebook

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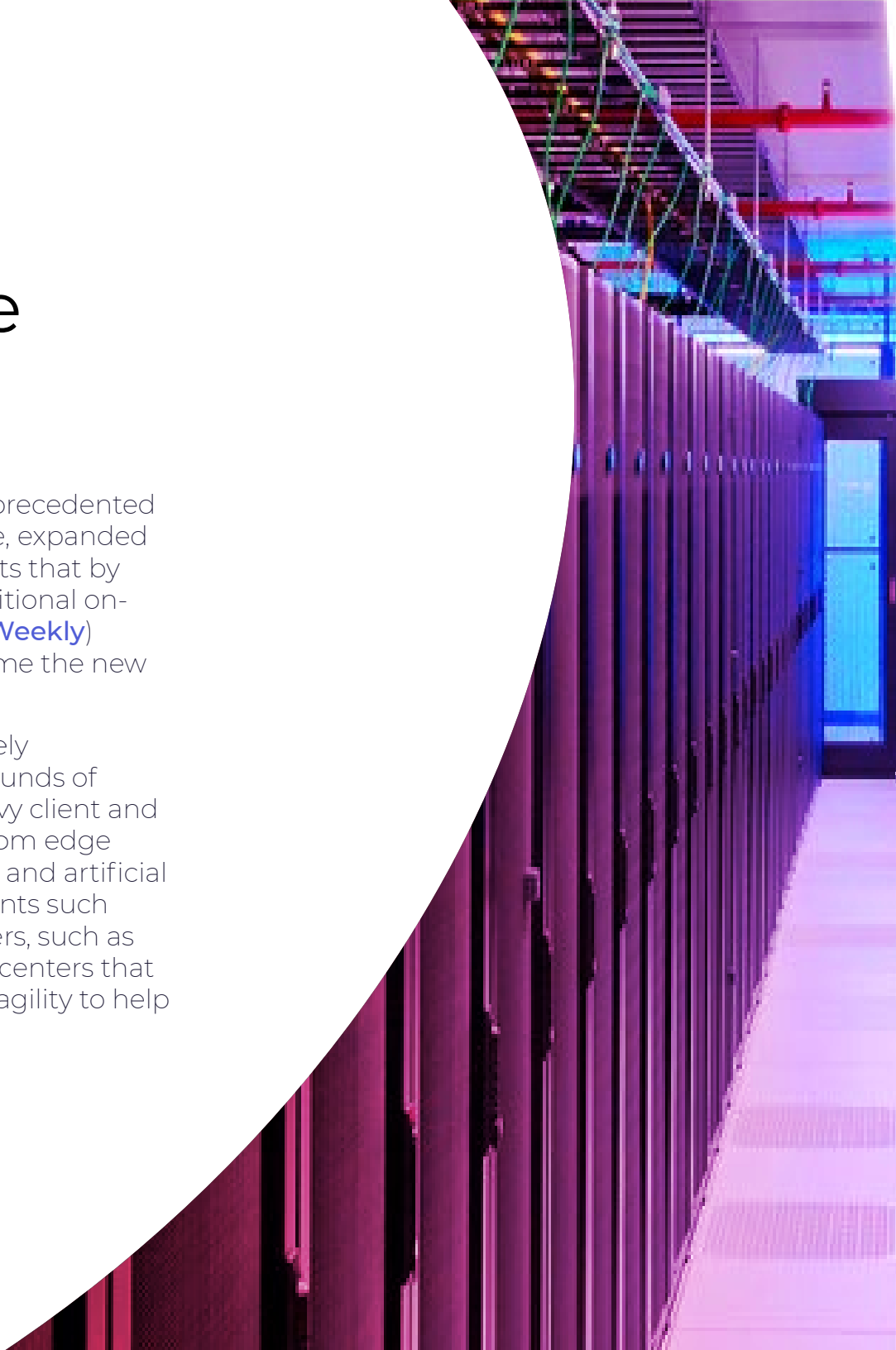
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The Rise of Hyperscale Data Centers

Enterprise cloud adoption continues to accelerate at an unprecedented speed, promising greater scalability, enhanced performance, expanded reach and improved operational efficiencies. Gartner predicts that by 2020, \$216 billion in IT spending will be redirected from traditional on-premise technology and invested in the cloud. ([Computer Weekly](#)) Meanwhile, the constant flow of data to the cloud has become the new normal for technology consumers all over the world.

This major growth in cloud adoption is powered by a relatively small group of mega-organizations that are pushing the bounds of innovation and driving huge demand for data. To meet heavy client and tenant capacity demands around modern technologies - from edge computing and the Internet of Things (IoT) to driverless cars and artificial intelligence - today's "hyperscalers", which include cloud giants such as Amazon, Google and Microsoft, and global software players, such as Oracle and SAP, are increasingly deploying hyperscale data centers that accommodate massive demand and deliver resources and agility to help them expand into new verticals.





Today, there are over 400 hyperscale data centers worldwide, this number is expected to grow beyond

500

by 2020-and continue to surge from there.

Statistica

Hyperscale data center will account for

55%

for all data center traffic, as compared to 39 percent in 2018.

Cisco

The hyperscale market is expected to grow from \$25.0 billion in annual revenues in 2017 to

\$80.6
BILLION

by 2022, at an annual compound rate of 26.3 percent.

Markets & Markets



The Critical Need for Hyperscale Interconnection

Historically, data centers have been placed around MSAs, such as New York, Chicago, Washington, D.C., and Los Angeles. Similarly, large cloud and software companies often built their hyperscale data centers in lower cost locations surrounding major markets. But as millions upon millions of connected people, machines and things come online and demand staggering volumes of data, hyperscale organizations are realizing the need to complement this approach with “edge nodes” in closer proximity to end users. As customer demands for speed, analytics and always-on access grow and accelerate, so too must infrastructure. In a world measured by microseconds, every mile counts.

Interconnected edge data centers have emerged to support the ultra-low latency and intense data processing needs of today’s businesses – serving as interconnected points of presence (PoPs) that are optimized for connectivity. By leveraging strategically placed regional PoPs, hyperscalers can extend their reach and performance dramatically across entire regions, and in some cases, entire continents.

These local data centers are fast becoming integral components of hyperscalers’ global, mega data center footprints. These facilities are located in close proximity to end users and provide direct access to multiple disparate long haul and metro carriers and direct cloud on-ramps, supplementing existing IT delivery infrastructure options, such as on-premises data centers, private clouds or public clouds.

To keep pace with surging data processing demands, Gartner predicts that

50%

of enterprise-generated data will be created and processed in such facilities by 2022—a spike from just 10 percent in 2018.

Gartner



According to Gartner, “Advanced digital business applications are likely to involve significant database use, disparate data sources and multiple cloud providers, with a need for very low latency between systems. This is unlikely to be served through WAN links from enterprise to individual cloud providers, with switching taking place back on the enterprise’s premises. What’s needed is very high performance via programmatic, secure and manageable fabric.” ([Gartner](#))

Further, Gartner research notes that “with hybrid solutions and a plurality of cloud providers and service providers overwhelming likely, establishing a ‘home base’ in a cloud-neutral, well-connected location is critical for future-proofing an architecture.” ([Gartner](#))

Hyperscale organizations are increasingly partnering with interconnected edge data center providers that can do just that by offering unmatched connectivity, resilience, stability and flexibility – helping them to significantly scale and extend their value. Netrality’s interconnected data centers are located at key data aggregation points and exchanges and serve as a direct on-ramp to the cloud for enterprises. Expanding their data center footprint to include multiple interconnected nodes and leveraging services at the edge, enterprises can enhance app performance and significantly reduce latency.





Netrality: Your Ideal Interconnected Partner

Netrality Properties owns and operates highly interconnected edge data centers, featuring colocation, powered shell, and wholesale data center solutions--offering the highest quality and most direct network access in the market.

Select Netrality buildings offer customers secure and private connections to hyperscale providers such as Amazon Web Services, facilitating consistent network performance, lower latency and reduced costs as part of their cloud strategy. AWS recently deployed an **AWS Direct Connect in Netrality's Kansas City facility** — 1102 Grand, provides customers high-speed, private access to any AWS Region globally. This location is ideal for both AWS end customers and AWS Partner Network (APN) Partners to connect given the density of interconnection options. As the leading data center and largest interconnection provider in Missouri, Netrality provides connectivity to more unique networks than any other provider in the region and direct access to the Kansas City Internet Exchange (KCIX).

Each Netrality property is a connectivity hub in its respective market for those customers who need direct connectivity to, and bandwidth flexibility across, multiple networks and clouds and those customers who provide those services.



To learn more about Netrality Properties' cloud-neutral interconnection facilities and Meet Me rooms, please visit

<https://netrality.com/>

To learn about Netrality's interconnected buildings in a city near you, book a tour by contacting us at:

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