



**DATABANK**  
Data Center Evolved™

# THE DATABANK DIFFERENCE



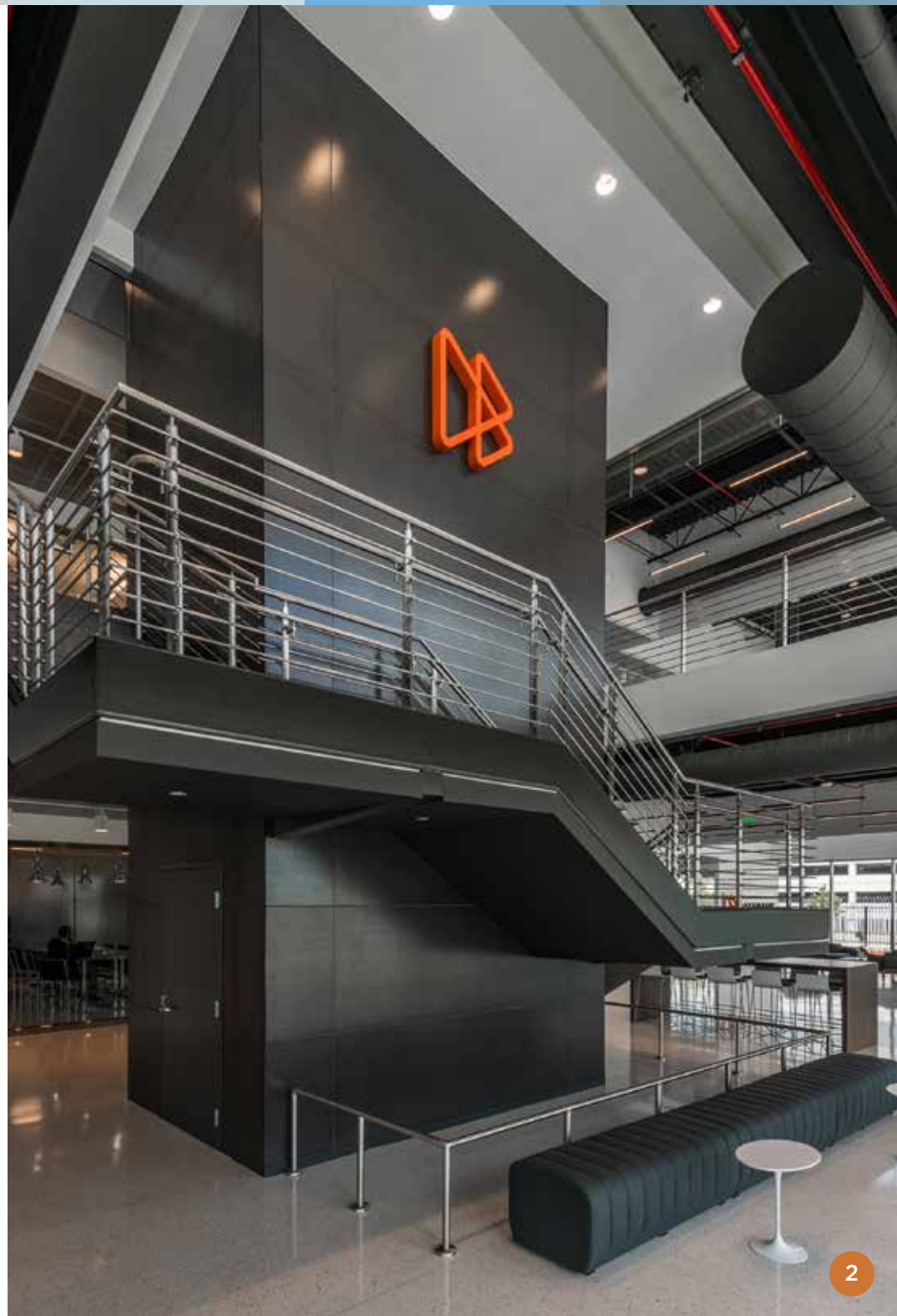
COLOCATION | CLOUD | HYBRID | CONNECTIVITY | MANAGED SERVICES | COMPLIANCE

# OVERVIEW

In today's rapidly evolving IT landscape, choosing the right data center partner requires more than just a facilities checklist.

The data center is now the heart of any well-designed IT infrastructure strategy. It not only provides a **safe facility** in which to collocate your mission-critical equipment, but also an **on-ramp to cloud platforms** that your workloads may need to flex into, a **secure filter** through which all your users and application traffic can pass, a **compliant container** for your most sensitive data, and a hands-on **team of experts** that can manage IT operations when your staff is overloaded or unavailable.

This means you need to consider a much wider range of factors when evaluating a potential facility. This document outlines the eight critical factors we believe any IT leader should consider when comparing data center providers. Together they define the DataBank Difference.



# EIGHT CRITICAL FACTORS FOR DATA CENTER COMPARISON

1.

## ENGINEERING & MANAGEMENT

Are their power, space, and network designed to meet your long-term needs, and is the facility managed with “military-grade” precision?

2.

## FUTURE-PROOF PLATFORMS

Do they offer a mix of colocation, cloud compute, storage, and network with contract portability between platforms to help you avoid “lock-in?”

3.

## COMPLIANCE ENABLEMENT

Do their physical facilities – and their daily operations – meet the strictest compliance?

4.

## CULTURAL DNA

What is the character of the employees and do they have the mindset and behaviors you want in a partner responsible for your mission-critical infrastructure?

## GEOGRAPHIC FOCUS

Do the locations of their facilities move your workloads closer to the edge and provide local, regional, and national geographic diversity?

5.

## MANAGED SERVICES

Do they provide the people and expertise to help with migration as well as manage your infrastructure on-site if you can't be there?

6.

## VISIBILITY & CONTROL

Do their online systems provide you the ability to see granular bandwidth and power consumption, security alarms, and set up VPNs and user access?

7.

## INVESTORS

Who are the company's investors and do they have the patience, deep pockets, and experience in IT to guarantee its long-term success?

8.





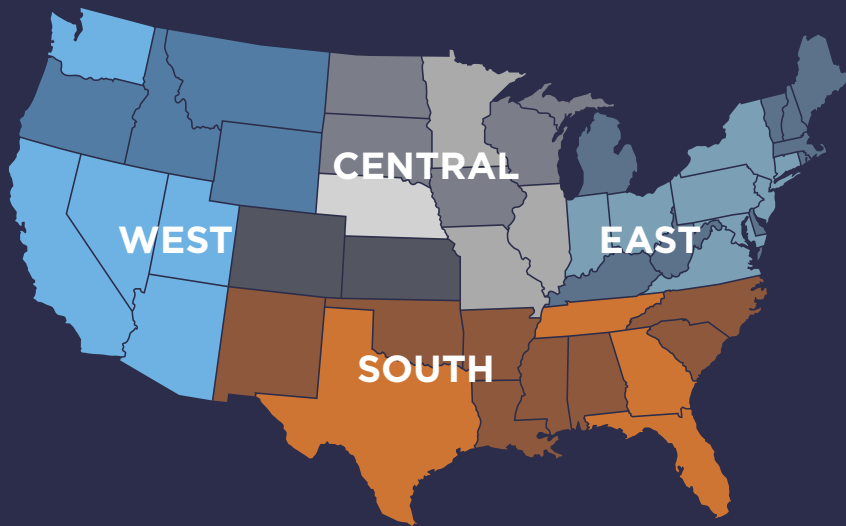
## WORLD-CLASS FACILITIES AND MANAGEMENT

At first glance, many data centers may seem to offer the basic package, but there are a number of often overlooked enhancements that set DataBank's facilities apart:

- **Higher Density Power:** Most of our facilities have now standardized on 34kW per cabinet power – as much as 30% higher than other providers. And where we offer liquid-chilled cabinets, we can reach as much as 100kW per cabinet.
- **Larger Cabinets:** We've standardized on 52U cabinets vs. an industry-typical 42U cabinets, offering you 25% more space per cabinet at the same price.
- **Stronger SLAs:** Fully redundant UPS, generator, and cooling systems enable us to offer a 100% uptime SLA.
- **Thoughtful Amenities:** Office space, conference facilities, break rooms, loading docks, secure storage, crash carts, server lifts, hand tools, and much more make our data centers a comfortable “second home” for your staff.
- **Precision Management:** Where others rely on paper checklists, our teams maintain every component of our facilities using state-of-the-art, tablet-based, Method of Procedures (MoPs) with real-time supervisor oversight to meet all compliance and maintenance steps.

# BOUNDLESS REACH

It's important to look beyond the four walls of any individual data center and consider how the geographic diversity of a provider's facilities benefits your IT infrastructure. DataBank's focus on developing multiple facilities in under-served metro areas enhances the performance and resiliency of your workloads on many levels.



- **Regional/National Diversity:** DataBank serves multiple metros and regions utilizing diverse network paths and power grids, making it possible to create recovery sites across the country or within a day's driving distance.
- **Edge Presence:** Our metros place your workloads closer to today's "edge" – traditionally underserved markets with dense populations of end users, research/educational institutions, and vibrant entrepreneurial ecosystems developing and consuming the technologies and applications of tomorrow.
- **Local Choice:** DataBank offers multiple data centers within its metros, giving you plenty of choice and options for primary and backup locations within a particular market. These facilities utilize diverse power paths and often house the primary or secondary carrier hotels for that metro, ensuring network neutrality and diversity.



## FUTURE-PROOF PLATFORMS

You need your data center to be more than simply a place to collocate equipment. That's why DataBank's facilities provide a range of infrastructure platforms that you can mix and match to avoid technology "lock-in." And with contract portability that allows you to move resources between platforms as needed, DataBank enables a "mistake-free" strategy.



### COLOCATION

A wide range of over-sized cabinets, cages and suites with smart hands and remote hands options.



### CLOUD

Our cloud platforms are "VMware Cloud-verified" (making us one of only 60 out of 5,500 providers to achieve this status!) and provide options for IaaS and managed PaaS in both shared and private configurations.



### STORAGE-AS-A-SERVICE

Elastic, on-demand repositories that provide encrypted, FIPS-140-2 compliant storage with a consumption-based pricing model free of expensive capex or retrieval charges typical in cloud-based storage.



### CONNECTIVITY

100% carrier-neutral interconnections, on-ramps to public cloud platforms like AWS, Google Cloud, and Azure as well as private, inter-market MPLS backbone.





## MANAGED SERVICES

We've fortified our facilities and platforms with a full suite of managed services to help you get the most out of your hybrid infrastructure. Our trained and responsive staff provide you with a ready-made pool of expertise to draw from in the event you can't get to the data center or simply want to offload some responsibilities. And all our managed services processes are based on proven, scalable design patterns honed over two decades of supporting customer applications.

- **Infrastructure Management:** Application/server monitoring, patches, DRaaS, backup/restoration, IDS/IPS, configuration scanning, log management, and more
- **Migration Services:** Dedicated implementation teams to help with plan, design, build, test, and go-live stages.
- **Remote Hands/Smart Hands:** Onsite technicians available to provide equipment rack & stack, reboots and resets, hard disk swaps, software installs, and more.

# COMPLIANCE ENABLEMENT

Establishing and maintaining compliance is one of today's most vexing IT challenges. But placing your workloads in a DataBank facility can make it far easier for your staff. Whether you are subject to FedRAMP, HIPAA, PCI-DSS, or Privacy Shield-GDPR, DataBank will strengthen your compliance approach with a dedicated CISO, security engineering team, and compliance methodologies built for the most stringent requirements.

- **Extreme Ownership:** We'll handle up to 80% of your compliance controls vs 5-10% coverage at other providers.
- **360-Degree Security:** Continuous monitoring and controls a physical facility, network, perimeter, system, and host access.
- **Daily Security Operations:** 24/7 operations staff to support your software licensing, installation, tuning, monitoring, and remediation.
- **Comprehensive Reporting:** Our Customer Portal provides turn-key documentation and support for audits on policies, procedures, and controls.





# VISIBILITY AND CONTROL

The decision to select a data center partner should never come with a tradeoff between convenience and cost versus visibility and control. At DataBank, you can have it all with a purpose-built Customer Portal that provides a single pane-of-glass management and granular viewing. Simply put: you see what we see.

- **Colocation Space and Power:** Control physical card access, visualize, and manage power by circuit, rack, outlet, and device.
- **Network and Bandwidth:** Dashboards for bandwidth utilization and network performance.
- **Security and Compliance:** View incidents by type and generate compliance reports in seconds.
- **Billing, Ticketing, and Support:** View invoices, open/view tickets, manage user profiles, and request remote hands support.

## THE DATABANK CUSTOMER PORTAL

Single Pane-of-glass for Performance, Analytics, Security, Compliance, Tickets, Devices, and More



# CULTURAL DNA

While facility specifications and technical capabilities are important in any data center selection process, what really sets DataBank apart is our people and the culture that drives them. Every DataBanker is carefully recruited and trained for the mindset and behaviors you want in a partner who will be responsible for your IT infrastructure

- **Our Purpose:** Every decision we make, and every action we take, is guided by a single purpose – to take the worry out of managing mission-critical infrastructure.

- **Inspire Confidence:** We take extreme ownership and full accountability, caring as much as you do and going above and beyond to slay any dragon.
- **Put People First:** We focus on building understanding and relationships, empowering each other's success, and collaborating with transparency and dignity.
- **Be Data-Centered:** We solve problems before selling services, seeking answers in data, sharing knowledge, and pursuing the highest levels of technical excellence.



## INVESTORS

The data center industry is changing rapidly and success demands more than just deep pockets. DataBank's investors include some of the world's largest and most experienced IT infrastructure investors, including Colony Capital, Allstate, and Nuven. This brings us operating advantages that go beyond capital.

- **Expertise:** Decades of real estate and IT infrastructure experience – from wireless towers and small cell to fiber and data centers.
- **Perspective:** Insights and visibility that can spot trends and opportunities across the digital infrastructure landscape, from the wireless edge to the data center core.
- **Ecosystem:** We're part of an ecosystem of portfolio holdings that can collaborate and partner to everyone's benefit.

ColonyCapital



**nuveen**

A TIAA Company

# WHY DATABANK



## OUR APPROACH

We are your trusted partner committed to getting you the optimal solution to meet your business objectives.



## SECURITY

Our dedicated security and compliance teams let us achieve the most stringent regulatory certifications for our facilities and solutions.



## ACCOUNTABILITY

We are straightforward, thoughtful, and resolute in our pursuit of better customer experiences and business success.



## SERVICE

Datacenter staffed 24/7/365 with U.S. based responsive support engineers. Proactive service methods take the burden off your team.



# THE DATABANK DIFFERENCE

At DataBank, we find that doing things the right way the first time is the best way to achieve success. This starts with our consultative process. No hard sell, no over promising, just exceptional service, and uncompromising performance.

*Always at your service:*

[sales@databank.com](mailto:sales@databank.com) | 800.840.7533

[www.databank.com](http://www.databank.com)



## Welcome to the Data Center Evolved.

DataBank offers **modern data centers** and a suite of **cloud, colocation, and managed services** for the most demanding **compliance requirements**, delivered with complete **transparency** by a staff of **friendly experts** who are **accountable** to you.



### LOCATIONS

Seattle	Chicago
Silicon Valley	Memphis
Los Angeles	Indianapolis
Irvine	Atlanta
San Diego	Cleveland
Las Vegas	Pittsburgh
Phoenix	Miami
Salt Lake City	Northern VA
Denver	Baltimore
Austin	Philadelphia
Dallas	New Jersey
Waco	New York City
Kansas City	Boston
Minneapolis	London



### PLATFORMS

#### COLOCATION

- Cabinet-Cage-Suite
- High Density
- Colo Solutions

#### CLOUD

- IaaS
- PaaS
- Compliant

#### CONNECTIVITY

- Managed Internet
- Transport/IX
- Cloud Connect



### SOLUTIONS

#### DATA PROTECTION

- DRaaS
- BaaS
- Office 365 Backup

#### MANAGED SECURITY

- DDoS Mitigation
- IDS/IPS
- Intrusion Prevention

#### COMPLIANCE

- FedRAMP
- HIPAA
- PCI



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