

# The Kansas City Advantage

Strategic Infrastructure  
for Business Success

- STRATEGIC LOCATION
- BUSINESS-FRIENDLY ENVIRONMENT
- ADVANCED DIGITAL INFRASTRUCTURE
- TALENT ECOSYSTEM



## Strategic Midwest Location

### STRATEGIC MIDWEST ADVANTAGE

Most IT strategies aren't all-cloud or all on-premises. They're hybrid by design. That's why organizations in Kansas City and beyond turn to service providers that enable these strategies, not just for data center space and power but for a fully integrated infrastructure platform that includes **colocation, cloud, disaster recovery, compliance enablement, and bare metal services.**

Kansas City delivers **measurable advantages** as your IT operations center. With a **central location that reduces latency nationwide** and an environment that encourages digital transformation, Kansas City helps companies see immediate ROI when they relocate or expand here.

Kansas City is a central powerhouse in the Midwest, combining the availability of scalable infrastructure with a pro-business environment and unmatched connectivity. Its location in the heart of the U.S. makes it ideal for data-centric operations and national reach.

With its extensive fiber network, highly productive workforce, and business-friendly climate, Kansas City offers a powerful foundation for digital innovation and operational efficiency. Growing industries like healthcare, financial services, and higher education all thrive in this environment.

1. Federal Emergency Management Agency (FEMA) [National Risk Index for Natural Hazards](#).

2. CBRE, [2024 North America Industrial Big-Box Review and Outlook](#).

### WHY KANSAS CITY

- Geographic protection: Kansas City enjoys a comparatively **low risk of catastrophic natural disasters** relative to national averages.<sup>1</sup>
- Central time zone advantage: Kansas City spans **90% of business hours across all U.S. time zones.**
- Market access: Within a **single day's drive of 85% of the U.S. population.**<sup>2</sup>

# Building a Resilient IT Foundation in Kansas City

In Kansas City's vibrant ecosystem, you have access to proven infrastructure providers, each offering solutions that align with your specific **compliance**, **security**, and **scalability** needs. By leveraging carrier-neutral data centers and **hybrid-ready** facilities, you can streamline deployment, reduce the total cost of ownership, and free up internal resources to focus on innovation.

In a market renowned for its affordability, resilient power, and central location, investing in the right infrastructure partner ensures you're positioned to scale confidently—today and tomorrow.

## ADVANTAGES OF ENTERPRISE-GRADE DATA CENTERS IN KANSAS CITY

- Over \$1.8 billion in capital investment across the region in 2024.<sup>3</sup>
- Data center facilities capable of meeting SOC 2, HIPAA, FISMA, and PCI-DSS standards.
- Operational savings: Leasing data center space in a colocation facility can be up to 64% more cost-effective than building and operating an in-house data center, depending on the scale and specific requirements.<sup>4</sup>
- Commercial electricity costs average \$.094/kWh, compared to the national average of \$.1309—a 28.2% savings.<sup>5</sup>

3. [KC News](#), 2024 KCADC Annual Meeting Highlights \$1.B of New Investment Across the Region

4. 365 DataCenters, Data Center Colocation - [Build vs. Buy](#)

5. U.S. Energy Information Administration (EIA), [Average Commercial Electricity Prices by State](#).

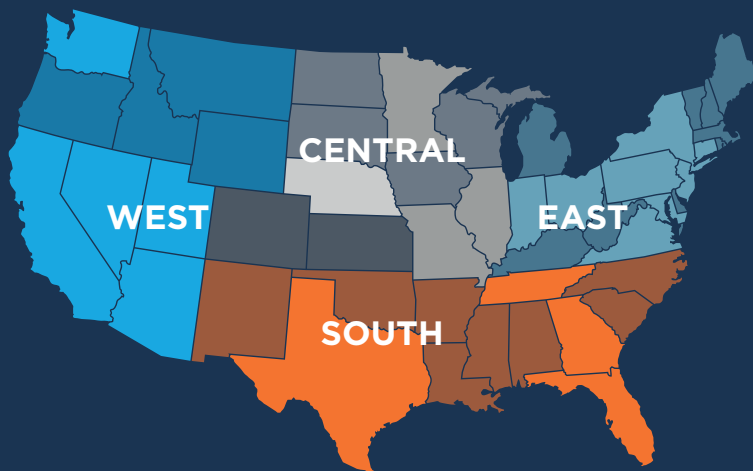




## Boundless Reach

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.



# DataBank's Kansas City Footprint

DataBank operates two state-of-the-art data centers in the Kansas City metropolitan area, delivering a comprehensive suite of colocation, cloud, connectivity and managed services.

## Pine Ridge Data Center (MCI2)

**11,510**

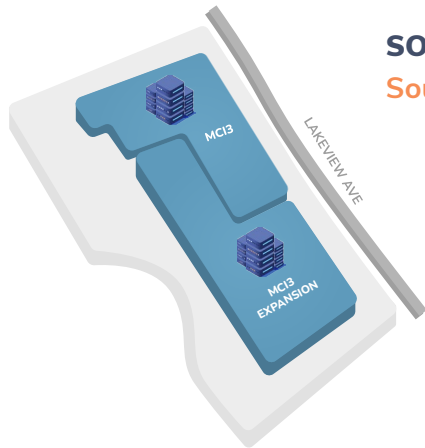
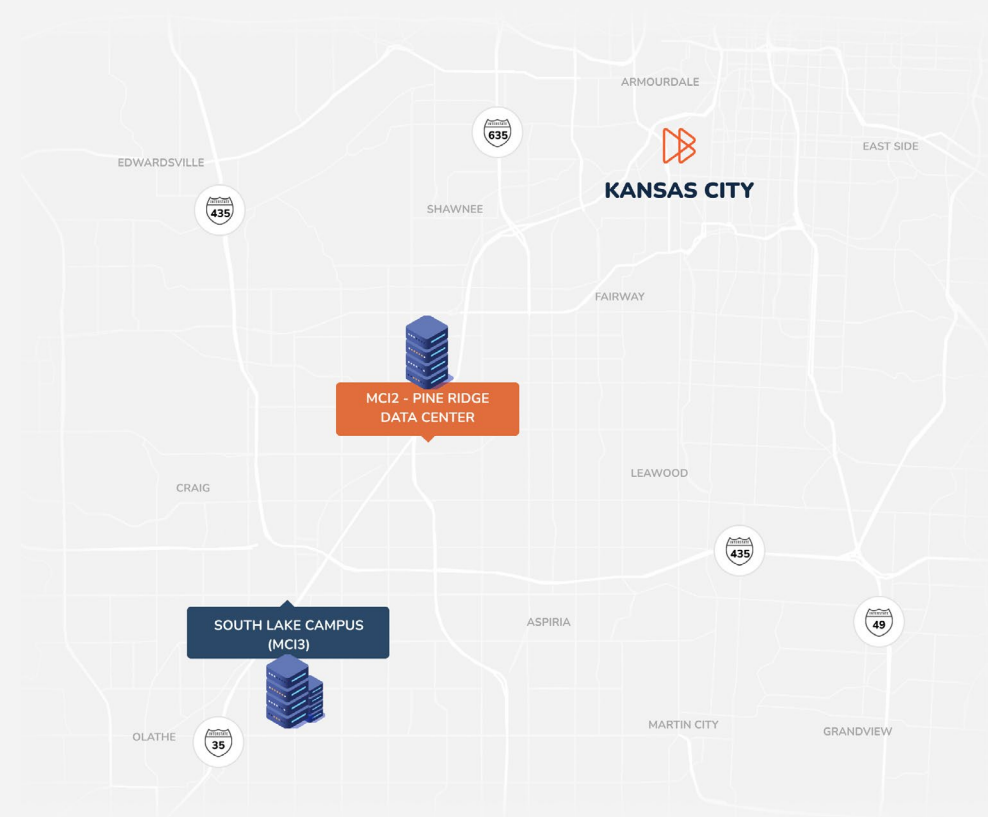
Raised Square Feet

**2MW**

Critical IT Load

**14**

Onsite Carriers



## SOUTH LAKE CAMPUS South Lake Data Center (MCI3)

**9**

Acres

**12.8MW**

Critical IT Load

**66,920**

Raised Square Footage



## NEXT-LEVEL GROWTH: 2025 EXPANSION

**Room to grow without disruption:** The benefits of a campus become evident when you consider the South Lake Campus is expanding by **58,583 sq. ft. of additional data center space**, giving organizations the ability to scale seamlessly within the same facility. As your infrastructure needs grow, you can expand without the cost, risk, or hassle of migrating to a new provider or location.



**More power for HPC workloads:** MCI3 is designed to fuel innovation, expanding by **an additional 9MW** of critical IT power to support AI, HPC, and hyperscale workloads as they evolve.

INDUSTRY FOCUS

# Financial Services

Kansas City stands out as a strategic hub for financial services, offering the right blend of compliance readiness, high availability, and cost efficiency compared to coastal markets and the U.S. average. Home to a robust ecosystem of banks, payment processors, and fintech firms, Kansas City delivers the **low-latency infrastructure and regulatory alignment** financial institutions need to operate **securely and competitively**.

## FINANCIAL SERVICES SUCCESS METRICS

- **\$175 million** in fintech capital investment, with a projected **\$6.5 billion** economic impact over the next decade, demonstrating the region's growing leadership in digital financial services.<sup>6</sup>
- **Finance and Insurance Sector Location Quotient of 1.3**, indicating that employment in this sector is **30% higher than the national average** and its significance as a financial hub.<sup>7</sup>

## MEETING THE DEMANDS OF FINANCIAL INSTITUTIONS

Financial institutions today prioritize operational resilience, security, and regulatory compliance in every aspect of their IT strategy. Kansas City's trusted infrastructure providers—including data center operators like DataBank—are uniquely positioned to meet these needs through tailored, industry-specific solutions.

- **Operational resilience:** The ability to maintain services and protect customer data, especially during disasters or disruptions.
- **Disaster recovery capabilities:** Geographically redundant infrastructure to meet regulatory and internal risk mitigation goals.
- **High availability:** Consistent **99.99%+ uptime** to ensure uninterrupted service and customer trust.



- **Low latency:** Critical for real-time financial transactions and maintaining a competitive edge in digital markets.
- **Geographic diversity:** Infrastructure is located away from high-risk disaster zones, reducing exposure and regulatory risk.

## STRENGTHEN YOUR SECURITY AND COMPLIANCE POSTURE

Kansas City's carrier-neutral data centers and trusted infrastructure providers enable financial institutions to build **resilient, secure environments** that comply with stringent regulatory requirements. These environments are designed to **safeguard sensitive financial data** and maintain **continuous service availability**—critical for modern financial operations.

To meet these operational demands, financial regulators have established clear expectations for institutional preparedness and risk management. The FDIC emphasizes the importance of operational resilience and continuous risk management, urging financial institutions to integrate business continuity into their enterprise-wide risk management frameworks and ensure readiness for a wide range of potential disruptions.<sup>8</sup>

Data center operators, such as DataBank, help to support financial institutions by offering disaster recovery guidance and a suite of “as-a-service” solutions to meet the stringent demands of the financial sector, helping firms maintain operational resilience and regulatory readiness.

<sup>6</sup> Kansas City Region Secures Fintech Powerhouse, [ThinkKC](#).

<sup>7</sup> 2020 Economic Forecast, [MARC.org](#).

<sup>8</sup> FDIC, Business Continuity Management Booklet, [FDIC, 2019](#).

INDUSTRY FOCUS

# Healthcare

Kansas City's IT ecosystem offers a compliance-aligned, scalable, and highly available infrastructure foundation for healthcare providers, health-related IT firms, and medical research institutions.

The region's interconnected network of hospitals, research centers, and health data exchanges enables real-time collaboration, faster diagnostics, and improved patient outcomes powered by high-performance infrastructure.

## A VIBRANT AND GROWING HEALTHCARE SECTOR

- **Hospital interconnectivity:** The Kansas City metropolitan area is home to many hospitals and clinics, including major institutions such as the University of Kansas Hospital and Saint Luke's Hospital.
- **Research College of Nursing expansion:** HCA Midwest Health and Research College of Nursing announced plans to build a new \$34.5 million, 78,000-square-foot building adjacent to the Research Medical Center. This expansion aims to increase the college's enrollment capacity and address the nursing shortage in the region.<sup>9</sup>
- **Latency reduction in clinical systems:** Implementing low-latency, high-bandwidth infrastructure has led to measurable improvements in clinical system responsiveness and enhanced patient care delivery.

## ALWAYS-ON CARE

Kansas City's carrier-neutral data center service providers offer redundant power, cooling, and connectivity, ensuring that healthcare applications remain available to support patient care when and where it matters most.



## WHAT HEALTHCARE ORGANIZATIONS SEEK

- **HIPAA-compliant infrastructure:** Healthcare organizations prioritize environments that meet the highest standards for patient data security and regulatory compliance.
- **Audit readiness and compliance:** They value IT partners who simplify audits and compliance processes—freeing teams to focus on patient outcomes.
- **Multi-layered physical security:** Protecting sensitive health data requires robust physical security within data centers.
- **Geographic redundancy:** Disaster recovery and business continuity depend on geographically diverse infrastructure solutions.
- **Scalable data storage:** As health data growth accelerates, healthcare organizations anticipate their data storage needs will triple by 2027.

Local data center service providers such as DataBank already have these capabilities in place, eliminating the need for healthcare organizations to build complex IT environments from scratch.

INDUSTRY FOCUS

# Higher Education and Research Computing

Kansas City is home to a thriving higher education ecosystem, with universities and research institutions driving innovation across disciplines: from life sciences to engineering and data analytics. These institutions require reliable, scalable, and secure infrastructure to support everything from daily operations to cutting-edge research.

To meet these demands, Kansas City offers robust High-Performance Computing (HPC) capabilities to fuel AI, machine learning, and scientific discovery. While HPC has the potential to solve some of the world's most complex challenges, building and managing a high-density data center for these workloads requires specialized expertise and significant investment.

DataBank simplifies this process, delivering the data centers and services that higher education institutions need to fully harness the power of HPC.

## EDUCATION AND RESEARCH

- **Record-high research expenditures:** The University of Kansas reported research and development expenditures totaling **\$546.1 million** in fiscal year 2024, marking a 17% increase year over year and the ninth consecutive year of research growth.<sup>10</sup>
- **High-speed research networks:** The Kansas Research and Education Network (KanREN) provides a **100 Gbps** backbone connecting public universities across the state, facilitating high-speed data transfer and collaboration.<sup>11</sup>
- **Advanced cooling solutions:** To support high-density computing workloads, institutions are adopting liquid cooling technologies, which offer efficient heat removal for AI and HPC applications.



## WHAT HIGHER EDUCATION INSTITUTIONS PRIORITIZE

- **Cost control and uptime:** Sharing data center space with other organizations serves two purposes, cost efficiency and ensuring uptime to support research initiatives.
- **High rack power capacity:** As HPC continues to evolve, **standard rack densities now exceed 25–50 kW**, requiring data centers to support these demanding power levels.<sup>16</sup>
- **Flexible and scalable environments:** The dynamic nature of research demands infrastructure that can adapt to changing computational requirements.<sup>17</sup>

10. [KU News](#). Record-high research at KU benefits Kansans, fuels state economy.

11. [KanREN](#). Connectivity Support Solutions.



## HPC-Ready

High-Performance Computing solves the world's greatest challenges. However, building a high-density data center to accommodate HPC requires specialized talent, precise construction design, operational expertise, and significant capital. Let DataBank lighten your load by providing the financial support and expertise you need.

- **Reduce capital and ongoing costs:** MIC3 is built with several HPC features to reduce your overall total cost as you consider liquid cooling for your future HPC workloads, including 10" chilled water taps.
- **Optionality helps you avoid switching costs:** Having the option to leverage HPC capabilities within a single facility allows you to expand when the need arises without having to search for a new service provider.
- **Eliminate heat-related outages:** While sufficient power is essential, effective cooling is crucial to manage the heat generated by your workloads. With DataBank's advanced solutions, including hot/cold aisle containment and rear-door heat exchangers, you can rest assured that your environment will stay cool, tailored to your specific needs.
- **Customize your space and power:** DataBank's engineering team collaborates with you to design your space, whether it's cabinets or cages, with future expansion in mind. We provide customizable solutions, including air-cooled and water-cooled designs, ensuring your colocation space adapts to your evolving requirements as you grow.



# The Kansas City Technology Workforce

Relocating or expanding to Kansas City connects you to a **growing, skilled tech talent pool**, strengthened by collaborative regional initiatives and affordable operating costs.

With a steady pipeline of graduates from top regional universities and training programs, employers benefit from access to talent in cloud infrastructure, cybersecurity, software engineering, data analytics, and other emerging fields. Local partnership programs further accelerate workforce development, ensuring tech talent is aligned with the evolving needs of today's enterprises.

## TALENT METRICS

- **77,700 tech professionals** in the metro, with over 4,400 technology companies supporting the community's innovation, growth, and resilience across all sectors.<sup>12</sup>
- **Second most cost-effective tech market**, enabling companies to maximize budgets while attracting top-tier talent.<sup>13</sup>

## TAP INTO TALENT AND EXPERTISE

Density is a major strength of Kansas City's tech industry. **KC has more tech workers per capita** than cities like Houston, Charlotte, Chicago, Nashville, and St. Louis.

**KC's tech workforce grew 16%** from 2021 to 2023. The momentum of tech workforce **growth ranks Kansas City #6** across the U.S., alongside established tech hubs such as Silicon Valley, Boston, Los Angeles, and New York City.<sup>14</sup>



## TECHNOLOGY PARTNER ECOSYSTEM

National service providers with a regional presence offer managed IT Services and certified engineering support, enabling businesses to scale IT operations with confidence.

These providers deliver a comprehensive suite of services, including colocation, cloud, and interconnection solutions, designed to support hybrid IT infrastructures. Their facilities are equipped with advanced cooling technologies, redundant power systems, and robust security measures to ensure optimal performance and compliance.

By leveraging these services, businesses can offload routine IT tasks, enhance operational efficiency, and focus on strategic initiatives.

12. [KDADC](#), Kansas City Industries: Technology.

13. [CBRE](#), Scoring Tech Talent 2024.

14. KC Tech Council, [KC Tech Specs V.07](#)



## FIVE KEY ADVANTAGES OF CARRIER-NEUTRAL CONNECTIVITY AT MCI2 & MCI3

1. **Freedom to choose the best network partners:** Connect to your preferred providers without limitations or lock-in.
2. **High-availability internet with built-in flexibility:** Ensure reliable uptime with scalable bandwidth that adapts to your needs.
3. **Seamless access to public cloud resources:** Reach major cloud platforms quickly and securely to power hybrid workloads.
4. **Always-on interconnection between sites:** Leverage fast, private links between facilities for real-time replication or failover.
5. **A future-proof infrastructure foundation:** Build on a platform designed for agility, scalability, and long-term performance.

# Where Local Networks and Global Clouds Connect

Our Kansas City data centers offer all the essential Interconnection options you need, whether you are managing a single site, multiple sites, or when you need access to local, public, or compliant cloud resources.

[Interconnection Marketplace:](#) Explore the top carriers working with DataBank to provide essential telecommunications, fiber, and network services to businesses and enterprises nationwide.

## MANAGED INTERNET

Redundant routing and switching to multiple upstream providers deliver the always-on reliability and scalability every business needs for its production environment. DataBank's blend of Internet service providers includes **Lumen, Zayo, and the Internet Exchange operated by Midwest Internet Cooperative Exchange (MICE).**

## CLOUD CONNECTIVITY

DataBank has partnered with the leading providers of SDN-based elastic interconnection solutions to bring public Cloud access to DataBank data center locations. These solutions enable rapid and scalable connectivity to hundreds of Clouds and network service providers. Ideal for hybrid workloads.

**DataBank Data Center Interconnect (DCI)** – MPLS, Wave/DWDM connectivity. Ideal for primary, secondary site and disaster recovery requirements

- Inside the Metro Connectivity to/from MCI2/MCI3
- Between Metros Connectivity to/from MCI2/MCI3 to Ashburn, Dallas, Minneapolis and Salt Lake City (1G and 10G)
- **Fiber Providers:** ARVIG, Cogent, Comcast, Consolidated Communications (Eventis), and Lumen (Level 3)



## About DataBank

**DataBank** is a leading provider of colocation, cloud, and managed services with over 65 data centers nationwide. In Kansas City, DataBank empowers organizations with flexible, high-performance infrastructure and a proven commitment to sustainability and operational excellence. From high-density computing to tailored hybrid IT solutions, DataBank helps companies unlock the full potential of their IT environment.

Learn more at [databank.com](https://databank.com).



## Is Kansas City Your Next Smart Business Move?

**The Kansas City Area Development Council (KCADC)** is the region's top economic development organization, helping companies discover the advantages of locating in Kansas City. With a deep understanding of the market and access to a collaborative network of leaders, KCADC guides companies through the process of growing in one of the most business-friendly regions in the U.S. Learn more at [thinkKC.com](https://thinkKC.com).

