So.... What is a data center?
Before we get into it, let's take a stroll down memory lane.
Remember These?
Or how about these?
And who could forget these...
Well, this is what our music looks like today
Here’s how we access TV shows and movies
And how we take and share our photos...
What is the one thing all these apps have in common?
...the Data Center
The phone in your pocket is connected to multiple data centers right now.
A data center is simply a place where **data** is processed, connected and stored.

Music  Video  Photos  Phone calls & voicemail  Text messages  Email  Books & News  Digital files  Financial transactions  Scientific research
This is how much data is created every 60 seconds:
What does a data center look like?
Data Centers Come in All Shapes and Sizes

SWITCH Data Center Campus in Las Vegas, NV – 1.3 Million Square Feet
OK, so where are data centers?
Data Centers are Everywhere

Some estimates claim there are over 7 million data centers globally.
But, Not All Data Centers Are Created Equal

Data centers located next to robust fiber optic and power infrastructure, large population centers and in business-friendly states are most attractive to customers.
How do data centers make money?
Data center operators make money by leasing or licensing power and space.
Who are the big players?
This is a $150 Billion Industry

Real Estate Investment Trusts (REITs)

“Hyper-scale” Cloud Service Providers

Large Enterprises

Colocation Service Providers

Federal Government

*ResearchAndMarkets.com – April 2020
“Total revenue in the global colocation market in the first quarter was $9.5 billion, with revenue from large cloud providers growing 22% from the year-earlier period.”

WSJ CIO Journal, August 28, 2020
Why would a company outsource their data center?
There are lots of reasons, but here are a few...

- Data Centers are Expensive
- They Take a Long Time to Build
- Data Center Talent is Limited
- Technology is Constantly Changing
- Compliance and Regulatory Mandates
So, what is colocation?
Your IT Gear. Someone Else’s Building.

It’s like a hotel for computers.
Then what is the cloud?
It’s about ownership

The cloud transfers ownership from you to someone else.
And one of the newest data centers is right here in Indiana
The Digital Crossroad data center in Hammond Indiana is built on the former State Line Generating Plant.
We took a 20\textsuperscript{th} century coal-burning power plant
And transformed it into 21st century “green” data center
Fun Fact
The second largest flagpole in Indiana is located on the Digital Crossroad campus. It stands at 164 feet.
What to look for in a data center provider
A Low Total Cost of Ownership

<table>
<thead>
<tr>
<th></th>
<th>DX</th>
<th>Chicago</th>
<th>Asburn</th>
<th>Dallas</th>
<th>Santa Clara</th>
<th>Phoenix</th>
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<tbody>
<tr>
<td>RENT</td>
<td>$3,024,000</td>
<td>$3,333,960</td>
<td>$3,205,440</td>
<td>$3,273,480</td>
<td>$3,296,160</td>
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<td>ELECTRICITY</td>
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<td>IT HARDWARE &amp; SOFTWARE</td>
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<td>$19,293,759</td>
<td>$18,550,000</td>
<td>$18,943,750</td>
<td>$19,075,000</td>
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<td>INVESTMENT OVER TERM</td>
<td>$22,198,036</td>
<td>$24,473,335</td>
<td>$23,529,918</td>
<td>$24,029,374</td>
<td>$24,195,859</td>
<td>$24,107,067</td>
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<td>SAVINGS WITH DX</td>
<td>$2,275,299</td>
<td>$1,331,882</td>
<td>$1,831,338</td>
<td>$1,997,823</td>
<td>$1,909,031</td>
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<td></td>
<td>10.3%</td>
<td>6.0%</td>
<td>8.3%</td>
<td>9.0%</td>
<td>8.6%</td>
<td></td>
</tr>
</tbody>
</table>

The chart below illustrates how much more you will pay over the term in each of the major U.S. data center markets.
Robust Network Connectivity
Access to Lots of Power
Thank You

If you would like more information or are interested in touring the Digital Crossroad data center, please visit:

www.digitalcrossroad.com