

VERNE

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WHITEPAPER

# 7 questions to ask when selecting a data center provider

Whether you're a business looking to house your servers in a secure, future proofed external facility, or you are seeking a base from which to run your services with total confidence, your choice of data center is a crucial one.

## Selecting the right data center partner for your organisation

The reasons organisations use external data centers vary. For some, it's to ensure business continuity and data security; others appreciate the ability to centralise the storage of applications and data resources so they can be accessed from anywhere; and others rely on the scalable, robust performance they allow for demanding, fluctuating activities such as web interactions and e-commerce transactions. Of course, there are also those who use them for a combination of these reasons.

Whether you're running hosted applications in a private cloud, accessing software as a service, or tapping into externally managed infrastructure services, data centers are where cloud-based computing happens. But not all data centers are equal. It is therefore vital that you research available options before choosing where your IT systems, software and services – the lifeblood of your business – will be housed.

Here are 7 questions that you should ask any data center provider you are considering for your data storage needs.

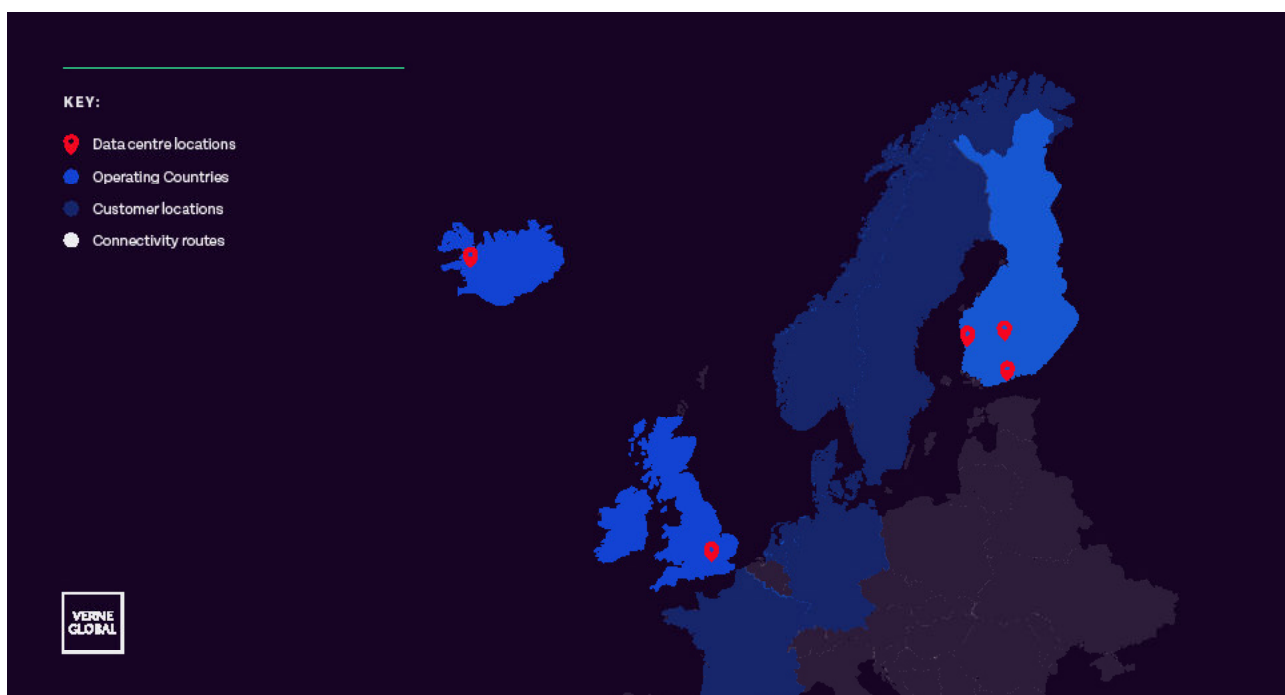
# 1. Where is the data center?

Today more than ever the location of your data center is your first important decision. As data sets have grown over the last few years – with two-thirds of the world’s data created in the last three years alone – more concentration and pressure has been put on the historically centralised digital infrastructure locations across Europe. These locations are not only running at or beyond capacity, they are also not sustainable.

Verne delivers sustainable data center solutions that enable organisations to cost-effectively scale their digital infrastructure while reducing their environmental impact.

With multiple sites delivering unmatched specialised data center services, we’re fully equipped to support businesses of all sizes: from thriving startups to global hyperscalers.

Our Northern European data center platform provides organisations with the flexibility to locate their workloads and applications between three fully-optimised locations. The company’s four Nordic data centers – located in Iceland and Finland – are all powered by predictably-priced, 100% renewable energy and are engineered for high intensity workloads, while our hyper-connected central London data center is the optimal location for latency and connectivity sensitive applications.



# 2. Are you in good company?

You tend to find that other organisations using your target data center want to keep their identity private. However, you should be able to get an idea about their type and size in order to build a picture of whether it's suitable for an organisation like yours.

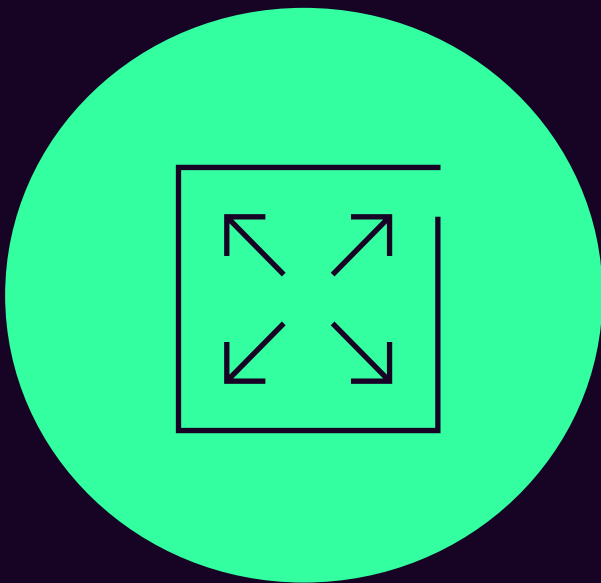
A good starting point is to check out the provider's website for case studies to discover what these organisations value most about the service. As a colocation partner, Verne is a popular choice amongst our different campuses for a variety of industries.

Hyperscale and enterprise customers require a high degree of control and an abundance of power to support massive scaling to expand their businesses globally. Verne's Finnish data centers provide the level of flexibility necessary to fulfill today's requirements for reliability, speed, power, and versatility.

Our colocation services in Iceland are built from the ground up to meet our customer's unique needs – leveraging the leading edge of compute technology and putting scalability, sustainability and security front of mind. We also use 100% renewable energy to meet the most challenging demands of HPC, AI and other high intensity compute applications.

Our London facility is a fully accredited hub for connectivity and content distribution to networks across the UK and worldwide. We are one of London's most resilient and super-connected data center, offering financial services, media and IT service firms world-class connectivity and a place to begin your journey to sustainability.

# 3. How scalable is the data center's capacity?



As your organisation's appetite for data center services grows, you'll inevitably find that you need to add capacity. Knowing that you can easily add additional power and rack space is vital.

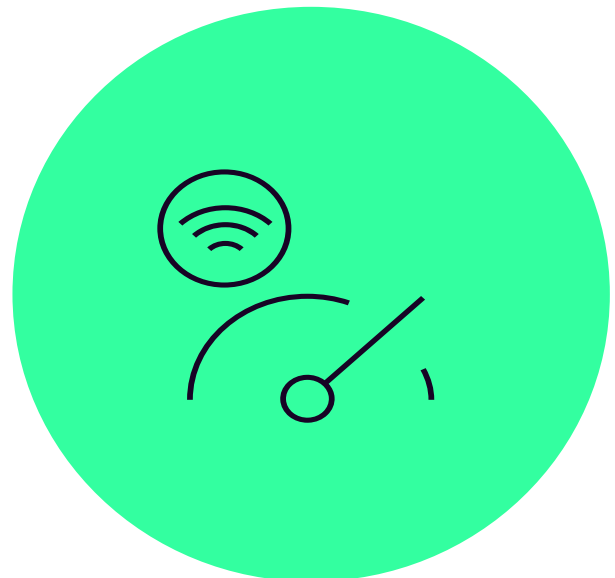
Indeed, flexibility is a key feature to look for in any provider. Across our campuses, we are able to help you grow where you need it most. Our Nordic locations are ideal for high intensity workloads and have the space and power capacity for plenty of future growth. Our London facility is perfectly located for latency and connectivity-sensitive functions, making that an ideal location to on-ramp your workloads in a metro location with the possibility of expanding to the Nordics as your business grows.

# 4. How well connected is the data center?

A data center's connectivity is its lifeline. Without it, access to the infrastructure, content, applications and services housed at the facility are wiped out. Connections, therefore, must be robust, perform consistently, and have multiple layers of backup.

Although most data centers now offer multiple Tier 2 carrier options, they are sometimes limited by the number of Tier 1 carriers (i.e. the original network owners). Without multiple backup fibre connections services are vulnerable. Any damage to the underlying cable network – for example, as a result of road works - will take out every Tier 2 connection whose services pass over that provider's network. The consequences of this to commerce require little explanation.

They're harder to find, but look for a data center provider with multiple Tier 1 carrier options and diverse entry points onto the campus which ensure fully resilient, 'always on' connections to your IT assets. Verne Global provides access to a variety of world-class carriers from each of our data center campuses, as well as cloud providers, business partners, networks, major internet exchanges, and any other data center globally.



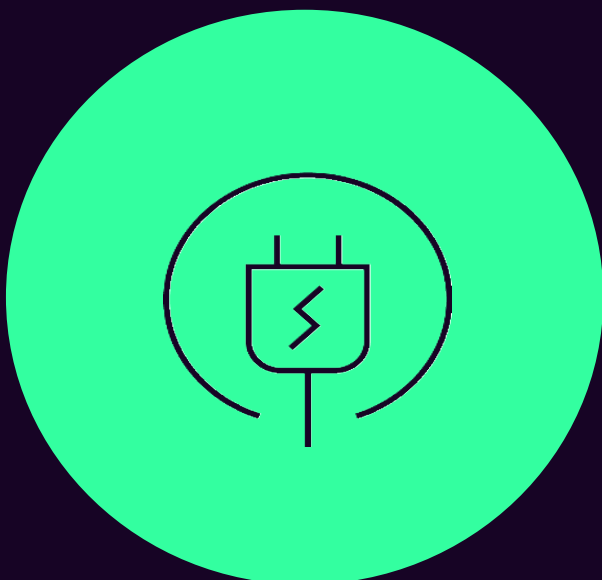
# 5. How clean is your power?

Sitting high on the priority list for most businesses today is a move towards ever greater sustainability with many organisations striving to achieve net zero targets. From our inception, sustainability and efficiency have been at the heart of Verne's mission. Opening our first campus in Iceland with its 100% renewable power grid forged the way for our customers to optimise the location and infrastructure of their workflows and applications.

Today, Verne delivers sustainable data center solutions, helping organisations to cost-effectively scale their digital infrastructure while reducing their environmental impact. We are focused on design principles that, from the very outset, ensure we maximise building efficiency and minimise embodied carbon of our infrastructure. We are focused on the circular economy impact of our operations and have in place detailed recycling and re-use programmes to minimise the waste impact of our operations.

Verne was the first data center in the industry to go public on a range of sustainability metrics, so customers have complete transparency over the environmental impact of their operations. These include Scope 1, 2 and 3 emissions as well as WUE, CUE and PUE.

We believe these are critical components for our customers to make an informed decision about their data center infrastructure and where their data should be processed and stored.

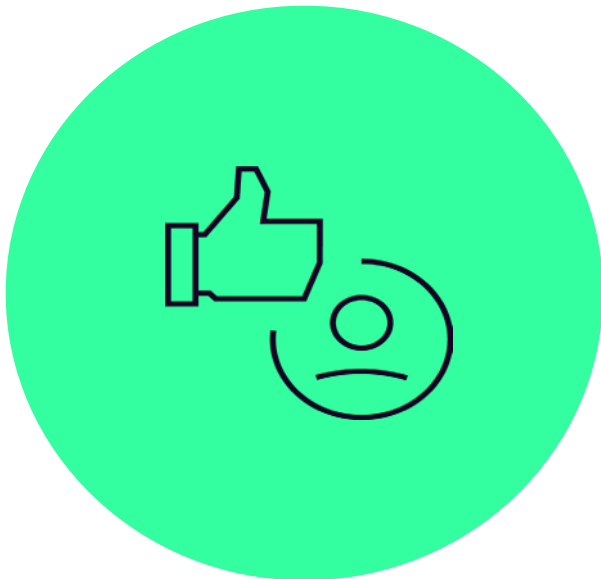


# 6. What level of service can I expect?

Your data center partner houses your most critical IT systems and assets, so it is essential to have a relationship with them based on trust. Larger operators often find it difficult to maintain such personal connections with account managers responsible for sometimes thousands of clients. Inevitably, yours becomes just another transaction, rather than a valued account.

At Verne, our customers are at the very heart of what we do. However ambitious your growth plans or demanding your service level requirements, our on-site team will work around the clock to ensure your high intensity compute needs are met every single time. We see every interaction with a customer as an opportunity to build trust. We know that listening to the customer is key to delivering their success.

What our customers tell us is that Verne is the yardstick by which customers measure the service of other data center teams. We have a Net Promoter Score of 100, something that is unheard of in the industry. Giving you an unbelievable customer experience is paramount to how we operate as an organisation, as a business, and as a data center provider. Nothing makes us happier than seeing you succeed.





# 7 • Should all my data be stored in the same place?

As much as we pride ourselves on creating incredibly efficient data center solutions, it is impossible to optimise for all types of compute in one single location. Fortunately, one of the fundamental attributes of data is its mobility. It does not have to be processed or stored in a particular location. Most data can be transported to a location where it can be most efficiently processed.

Some data is latency sensitive, such as in high frequency trading, for example. Some must reside in a specific country for data privacy regulations. Other data must be hyper-connected, as is the case for content distribution. For these types of data, there is likely a strong need for it to be located, stored and processed in a specific location. Cost, efficiency and sustainability may play a less important role in the location of that data as a result.

**By moving their infrastructure to our sustainable data center facilities organisations see a**



**75%**

**saving on data center costs**



**98%**

**reduction in carbon footprint**



**80%**

**80% of the data needed to run most businesses can reside in a lower cost, more efficient, and more sustainable location**

We help our customers begin their journey towards sustainability by enabling them to divide their data and applications between those that justify metro locations and those that can take advantage of more efficient sustainable locations. With multiple sites delivering unmatched specialised data center services, we're fully equipped to support businesses of all sizes: from thriving startups to global hyperscalers.

# Finally...

When you do find the right data center for your business, make sure you keep reviewing the service you are receiving and maintain a dialogue with your provider. A good account manager will value you as a client and will always be looking for new ways for you to benefit from their service. Ask about the provider's technology and service partners too. Check whether you could profit from the likes of hosted and managed infrastructure services further down the line.

As well as providing colocation services to companies, we work with a range of service providers, hosting their critical IT equipment in our secure, robust facility. We work hand-in-hand with the world's most advanced technology partners as well as a number of carefully selected service partners who share our obsession with customer success. The result? A partner ecosystem that delivers high intensity compute that is out of this world and enables us to offer greater value to our data center customers.

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