

# Why choose a Dallas data center?

Reliable, low-latency networks and interconnections are becoming even more critical to Dallas as organizations increasingly use multiple clouds, distributed and edge workloads, and more heavily rely on digital engagement within their ecosystems.



## A thriving economy with global reach

The commitment Dallas has made to growing businesses with both national and global reach, combined with its comprehensive blend of resources and infrastructure, has made it the top choice for many Fortune 500 companies looking to reach a worldwide market.

With its healthy \$2.4 trillion economy, high prospects for business growth and low tax rate, Texas consistently ranks near the top of the Forbes Best States for Business list. The lack of state or local income tax, a state power grid that is separate from the rest of the country, affordable utilities, low-cost business real estate and abundant telecom connectivity make Dallas a top choice for many cloud service providers and social media firms, which accounted for most of its leasing activity in 2021.

CRBE reports that the Dallas data center market has seen increased demand in recent years, with 55.5 MW of its 78.3 construction pipeline in 2021 preleased.



## Why Dallas?

- ✓ The **metro area population** of Dallas-Fort Worth in 2022 was around 6,500,000, a 1.42% increase from 2021
- ✓ 90% of Texas gets electricity from the **independent ERCOT grid**, which is not subject to the Federal Energy Regulatory Commission
- ✓ **53 Fortune 500 Companies are headquartered in Texas**, more than any other state
- ✓ Dallas County enjoys an **“A” grade for low earthquake potential**, as well as a “Very Low Risk” rating for tornadoes
- ✓ Texas has a **low state-wide sales tax** of 6.25%

## Optimizing network performance and connectivity

Today’s marketplace is an unforgiving one in which enterprises face complex demands and IT performance can drive success or precipitate failure. Reliable, low-latency networks and interconnections are vital to daily operations and your ability to deliver positive user experiences.

These three factors can help you optimize network performance and connectivity:

### 1. Improve response times

Users’ patience with slow connections and poor application performance is lower than ever. Responsive connections that deliver a seamless customer experience are essential for any organization.

Moving workloads closer to end-users can improve traffic routing by reducing latency and eliminating congestion points that negatively impact application performance. Regionally distributed, small edge deployments can access storage and services closer to where they need to be to accelerate processing and handling.

### 2. Deliver a consistent experience

The majority of the time, responsive, low-latency connections are not enough. Today’s users demand a reliable, consistent experience they can depend on – wherever they may be.

Standardizing connections between data centers, public and private cloud environments and telecommunications services based on user density can help deliver predictable, repeatable experiences for every person accessing your applications. Extend security solutions to the edge to decrease the risk of disruption or downtime.

### 3. Increase reliability

Eliminating single points of failure that could negatively affect the user experience is a vital step toward improving network reliability and optimizing performance.

Granular control over the provisioning and consumption of resources can help ensure you meet workload and application requirements. Network redundancies can reduce the risk of disruptions and safeguard your connectivity against outages, disasters and attacks.

# Tailored colocation solutions in Dallas

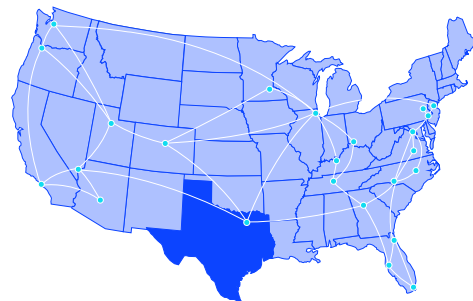
Flexential has three regionally distributed interconnected data centers in the Dallas metro area, including a Tier III-certified facility with industry-low PUE levels and a facility in downtown Dallas for the most latency-sensitive applications.



- **Improved reliability** on public cloud connections
- **Fewer single points of failure**
- Connections to a **network of 41 data centers** across the US
- **A strategic partner** for improving response times
- Security and technical **staff on-site 24/7**
- Redundant, **automatically rerouted connections** ranging from 10 Mbps to 40 Gbps
- 100 Gbps **network backbone**, scalable to 400 Gbps
- **Professional services** including migration, security and risk management, assessment and audits, performance and network architecture support and remote hands

## Connect to a superior national platform

Since 2008, Flexential has worked as a strategic partner for our customers in Dallas, improving response times, providing secure and reliable connectivity and improving reliability to public cloud providers to give end-users better performance and reduce single points of failure on the network. Our highly connected platform integrates our private 100 Gbps network backbone and a range of diverse connectivity options to keep you reliably and securely connected to the world and optimize end-user performance.



## Learn more about the benefits of Flexential colocation

We offer secure, highly efficient data center colocation hosting services that flex to meet your organization's evolving needs. Download a guide or request a visit to learn more.

**Take a tour of any of the three Flexential Dallas data centers today!**

Get a free, no-obligation review of your colocation requirements from a Flexential specialist.

Call 888-552-3539 or email [sales@Flexential.com](mailto:sales@Flexential.com)