



# Why choose an Atlanta data center?

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



## A growing data center market

The Atlanta metro area has become a magnet for technology and innovation driven by advancements in data-centric sectors from finance and mobility to logistics, retail and healthcare IT. This market convergence creates limitless growth potential.

Atlanta's relatively inexpensive power, robust fiber access, quality infrastructure, low natural disaster risk and healthy workforce — combined with a state sales and use tax exemption for data centers, have driven significant gains in the city's data center market as demand for capacity continues to climb.

While not yet in the top five US DC markets, the factors above mean Atlanta will soon surpass other major markets. CRBE reports the city's DC inventory increased by 28.6% in 2021 — the largest of any market — with a significant portion of the increase driven by demand from major tech companies.



## Why Atlanta?

- ✓ Metro Atlanta has a **growing population** — reaching 6.1 million in 2023
- ✓ Georgia Power plans to increase **solar power** by 233% by 2025, and has a huge advantage of NOVA power restrictions, with over 1 GW of new planned capacity
- ✓ 31 Fortune 500/1000 companies are headquartered in Atlanta, and Georgia has ranked the **top state for doing business** 9 years in a row
- ✓ Georgia is one of the **least disaster-prone states** in the entire country
- ✓ The state of Georgia provides a high-tech data center equipment sales and **use tax exemption**

## 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 Atlanta

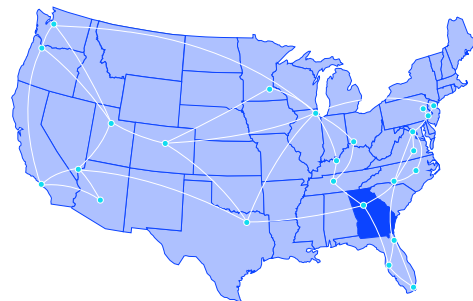
With a presence in Atlanta for more than 20 years, Flexential combines its three interconnected data centers (across three distinct business regions) with its private 100Gbps network backbone to help organizations in Atlanta and across the US deliver an unrivaled experience to end users.



- **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

Our Atlanta data centers make up an important part of the Flexential nation-wide network, acting as cloud clusters to improve the performance and availability of our services across the country. They also play a vital role in the delivery of reliable, secure, colocation, cloud and hybrid IT solutions, while our storm and emergency preparedness plans and multi-faceted data recovery solutions help minimize disruptions and safeguard the continuity of your operations.



## 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 Atlanta data center locations 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)