



# Why choose a Nashville data center?

Reliable, low-latency networks and interconnections are increasingly critical to Nashville to support multi-cloud deployments, distributed and edge workloads, and a growing reliance on digital engagements.

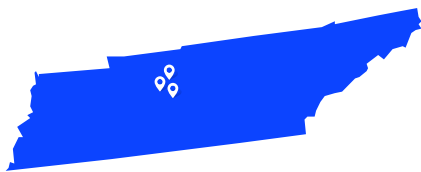


## A diverse, business-friendly economy

Nashville comes in at number 15 on Forbes' list of Best Places for Businesses and Careers. Home to over two million people and more than 52,000 businesses, Nashville is a national creative hub and the heart of the US music industry.

The diverse economy, low cost of living and affordable power make Nashville attractive for businesses — many corporate giants have headquarters in the region, including iHeartMedia, Amazon and Mitsubishi. The top-ranked economic development team at the Nashville Area Chamber of Commerce is dedicated to supporting businesses relocating or expanding in the region.

Nashville's potential is gaining recognition, as its favorable tax laws, readily available business funding and highly qualified workforce draw in corporate professionals. The city ranks the highest in the US for networking with CEOs, with 4.1 of every 1,000 people holding the title.



## Why Nashville?

- ✓ Nashville's **economic market** encompasses ten counties and a population of more than 2,000,000 — the **largest metro in a five-state region**
- ✓ Tennessee assists organizations with the implementation of energy efficiency initiatives and renewable energy improvements through the **Energy Efficiency and Renewable Energy Loan Program**
- ✓ Nashville's **primary industries** include healthcare, information technology, corporate services, advanced manufacturing and music and entertainment
- ✓ Landlocked Nashville has a **low risk of catastrophic natural disasters** such as hurricanes or earthquakes
- ✓ Tennessee is one of several states that **doesn't levy a state-level income tax**

## 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 Nashville

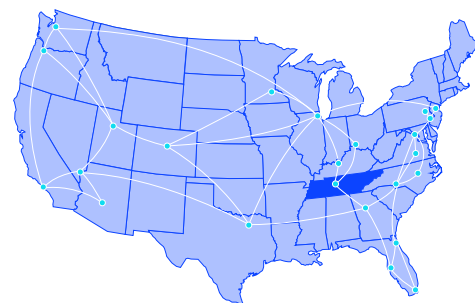
Flexential has played an integral role in middle Tennessee's thriving economy for the past 12 years. As one of the largest multi-tenant data center operators in the state, Flexential has the capacity to accommodate large IT environments without space or compliance limitations.



- **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

As an active participant in Nashville's transformation into an economic engine for innovation and growth, Flexential colocation and hybrid IT solutions support a wide range of area organizations across industries. Our comprehensive compliance program, which includes a full-time compliance officer, is particularly attractive to the many healthcare, financial services and retail customers we support.



## 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 Nashville data center 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)