



COLO-X

The specialist agents for colocation, hosting and related services

www.colo-x.com



Colo-X Buyers Guide

June 2010

What are the factors to consider when looking to place a colocation or data centre requirement?

1. **Size or Quantity – think in terms of power, not space!**

How much capacity are you looking for? – This used to be measured in racks or cabinets, part racks (eg 10U) or space, as in square feet. Today, we need to consider POWER, either in Amps or kilowatts, with kilowatts definitely the preferred measure. For example, if you need 4kW of capacity, this could be two racks in an older data centre or only one in a newer site. With kilowatts, the amount of space you need will vary depending on the specification of the facility, eg 1.5kW per square metre or 1kW etc.

Kilowatt pricing is the most sensible way to contrast different specifications. If you are offered a 2kW rack for £1000 or a 16Amp rack for £1495, which is the best deal? By breaking the 16Amps deal into kW (16Amps = 3.84kW) we can see that the price per kW is £389 per month compared with £500 for the 2kW deal, so a much better proposition.

One of the most valuable services we can offer buyers is the ability to help them make like for like comparisons. There are a wide variety of charging models these days but we can help you understand the full cost of each approach and bring them back to a common denominator. In our view, the clearest metric is price per kW per month inclusive of power used.

There are a wide variety of specifications available in the market which is where our specialist knowledge can come in to help speed up finding the appropriate supplier

2. **Connectivity**

What are your connectivity needs? Do you want a small, managed Internet connection or access to multiple carriers? And how much capacity are you after? For example, if you are buying Gig's of IP, access to cheap bandwidth will be a bigger factor to you than the cost of your colo, so its worth assessing your likely overall network and data centre costs and deciding which could have the biggest overall impact. For example it may be worth paying more per kW to have access to cheaper bandwidth if your network costs will be significantly higher than your colocation costs and vice versa.

This is why we track what network choice is like in the facilities we deal with



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3. Location

Yes, location seems to matter quite a bit, despite the “virtual” world in which we operate. Some clients want relatively convenient access to their equipment whereas others wanting diversity may of course want a minimum distance from a location. Clearly the greater degree of service available, the less the need to actually physically visit a data centre yourself, so much less of an issue for managed service providers.

Obviously we know where data centres are located; we also track proposed developments, so are often aware of a scheme before it is publically known

4. People

People may sound like a strange category but they really matter. What we are looking at is making the right match between client and supplier. A good way to explain this is a smaller client going to a large pan-European colocation provider and seeking a single cabinet, thus being the 1000th plus client of this particular supplier. Quite often we find that smaller clients are better looked after by the small and enthusiastic teams of smaller suppliers whereas of course a large bank would have the opposite requirement. Or this could apply to particular technical skills you are looking for, eg a Windows house or Open Source, or perhaps you have high capacity network needs. As we have worked with many of our partners for many years we know them well and spend a lot of time visiting their facilities and meeting their team.

We are aiming to find the best fit between buyer and supplier

5. Pricing

Buyers may find it strange how low down we rank price as a factor, but as explained above the price of the colocation is often only part of the whole picture. For some clients, price is irrelevant over quality whilst others may be very price sensitive. Thus in our interview process with buyers we assess the relative importance of the various factors. Of course buyers who come through Colo-X are able to get a feel for overall market pricing quickly and easily, so they can assess the relative pricing position of the suppliers they are interested in. As explained above in point 1, we make comparisons easy and we can also point out less obvious costs such as cross-connect charges, remote hands pricing or power usage charges

Buyers who come through Colo-X are able to get a feel for overall market pricing quickly and easily and are made aware of all possible costs, including the less obvious ones

6. Certifications

We track quality standards and certifications so if you have a particular requirement to meet, for example PCI DSS, we can quickly give you the options.

The best match

We find the best match is usually a combination of factors, which is why we prefer to discuss data centre requirements with our buy side customers, as this allows us to get the best overall feel for their needs and discuss the options available. Sometimes the perfect fit is available, sometimes its a matter of suggesting some alternatives.

So, if you have a colocation or data centre requirement, please call or email us to discuss your needs, we usually only need a single phone call to make some recommendations for you and will be delighted to do so.

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Contact us

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