

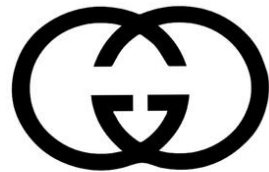


FUTURE OF DATACENTER
The Connected Community
CEE Peering Days 2019 – Zagreb 12-13 March 2019

Last year's question

Why Gucci and Prada are important for our business?

GUCCI



Colocation customer base evolution

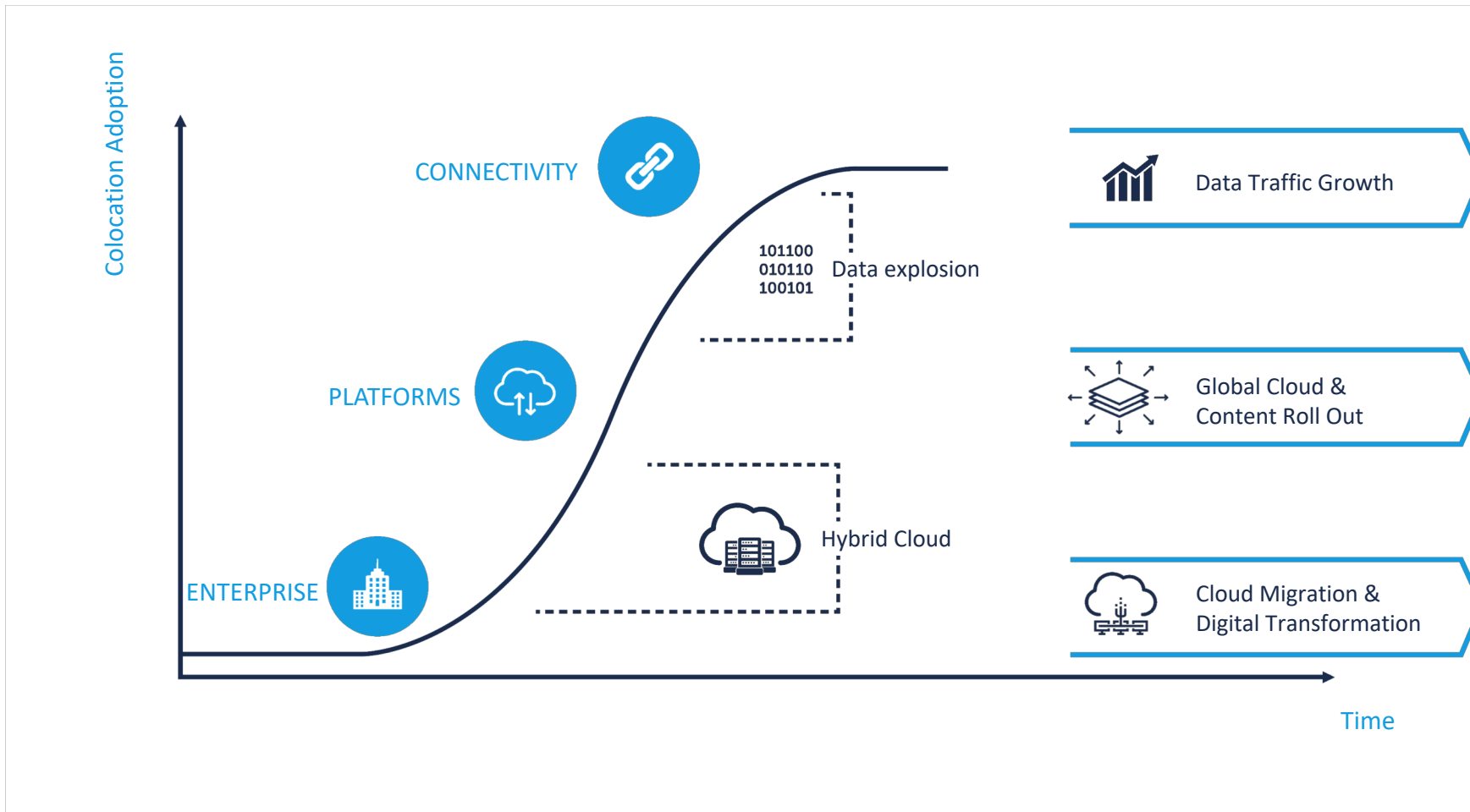


 Data Traffic

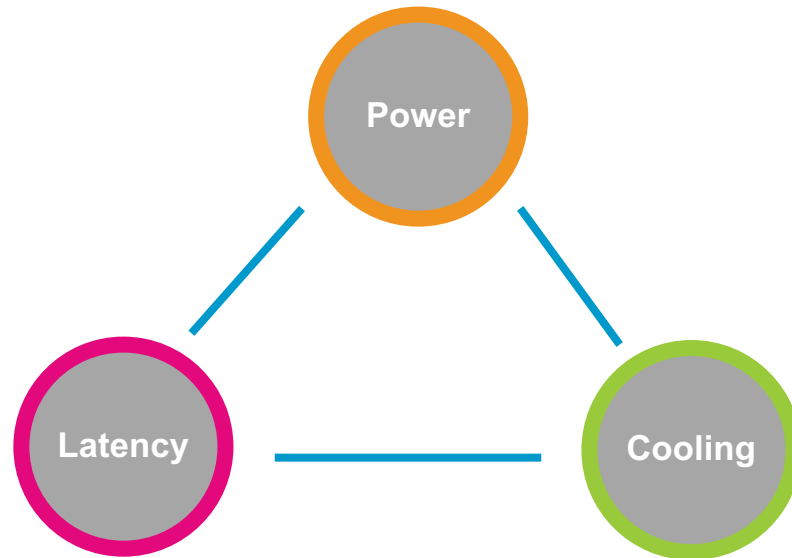
Connected Community



Adoption curve



Datacenter challenges





Challenge #1: Power

CHALLENGES

- Price of kWh
- Availability
- Transport of energy

SOLUTION

- Use the economy of scale
 - Hyper scale datacenter > 150 MW
 - Super scale datacenter > 100 MW
 - Large Scale datacenter > 5 MW
- Build datacenter in power generating regions (geothermie, desert,...)
- Run datacenter efficiently due to climate (Finland, Iceland, ...)
- Massive scalability options

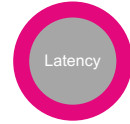


Switch

QUINCY - WASHINGTON



Challenge #2: Latency



LATENCY

- measure of the time delay required for information to travel across a network
- Determined by the speed of light – determines the maximum speed of data transport across a network
- Determines the response time of application, which might influence quality & reliability

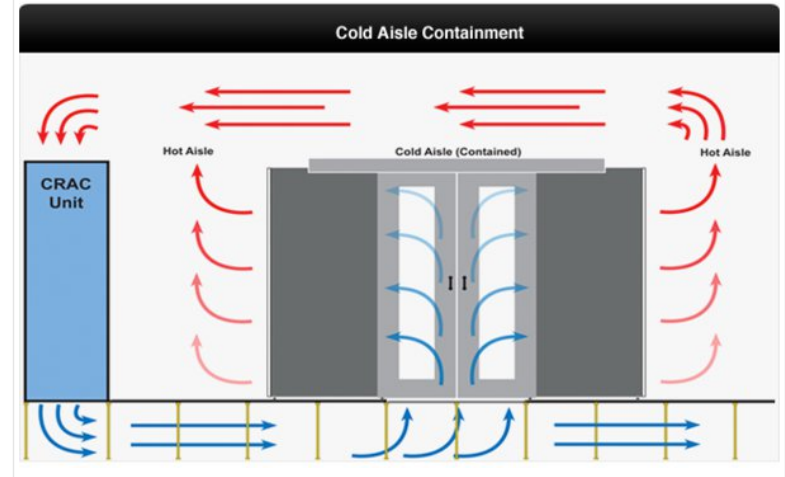
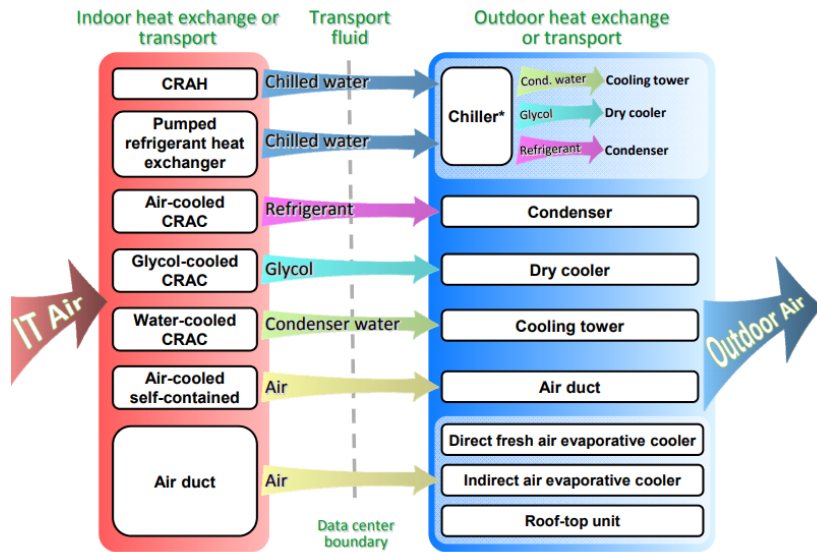
SOLUTION

- Get data & applications closer to the end user - shorten the distance
- Upcoming trend: Edge Cloud
 - hundreds of thousands of scaled-down data centers will sprout up at the edge of the network to form the edge cloud
 - as applications shift to the edge, a new breed of data centers will crop up around the globe

Challenge #3: Cooling

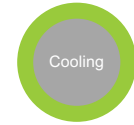


AIR BASED COOLING



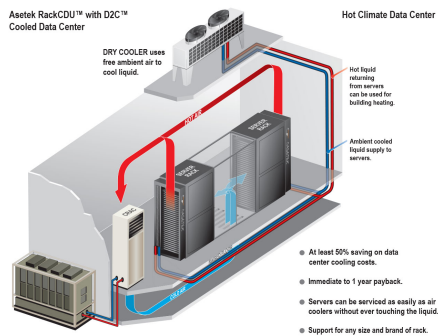
Cold Aisle Containment (CAC)

Challenge #3: Cooling



LIQUID BASED COOLING

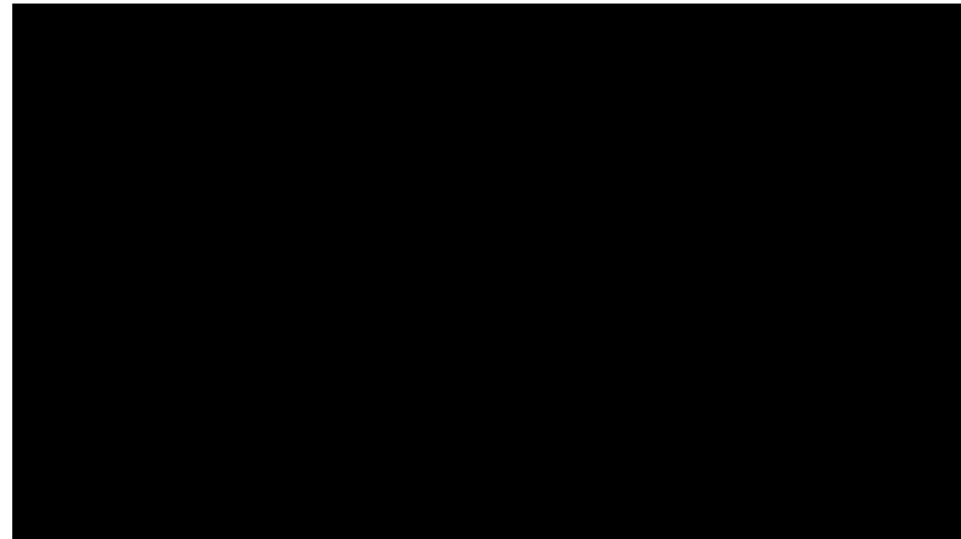
Water cooled racks



Innovation

- Google – sea water (Finland)
- Facebook – rain water - uses cold water to cool the air instead of using cold air to cool the water

Liquid immersion cooling



We now live in an
interconnected economy



Marketplace: Connected Community

- A one stop shop for solution and services within the same Interxion colocation facility
- Easily identify suppliers to deliver robust services for your connectivity and ICT roadmap
- Interxion's Marketplace uses intelligent search terms to narrow the field of services you are looking for
- Reduce cost of connecting by choosing a provider located close proximity to your IT environments
- Receive requests directly from partners immediately - Business leads delivered directly to your inbox
- Visibility with classification by service category or location - leads are generated with no costs

<https://marketplace.interxion.com>

Promote Your Company's Services

900+

Enterprise Customers

750

Network Providers

21

Internet Exchanges

400

IT Service Providers



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Interxion Vienna – the CEE Gateway

45

International Carriers

24

Eastern European Carriers

37

Austrian Networks

10

Local Fibre Providers