



How to Find the Right Co-location Partner

If yours is like most businesses, the data center so critical to your operations no longer resides exclusively on-premises. It's now a hybrid — an array of public and private cloud services, managed services, and perhaps a few local legacy systems.

So, if you haven't already, odds are that soon you'll be adding co-location to this mix.

Why go co-lo?

When you place your IT gear in a multi-tenant data center operated by somebody else, the advantages can add up fast.

“When you co-locate your data center, cost shifts from a capital to an operational expense,” says Tim Burke, Quest President and CEO. “You're relieved of maintaining esoteric technical expertise on staff even as you're benefiting from leading-edge data center, networking, and security technologies and the ability to meet technical compliance requirements.”

What to look for in a co-location provider

To ensure you get the kind of co-location capabilities your enterprise needs both now and in the future, look for:

State-of-the-art data centers. “Choose a co-lo site with scalable state-of-the-art technologies,” Tim emphasizes.

That means granular virtualization, greater compute densities, software-defined networking, infrastructure integration, automation/orchestration capabilities, and an ability to handle bandwidth bursts on demand.

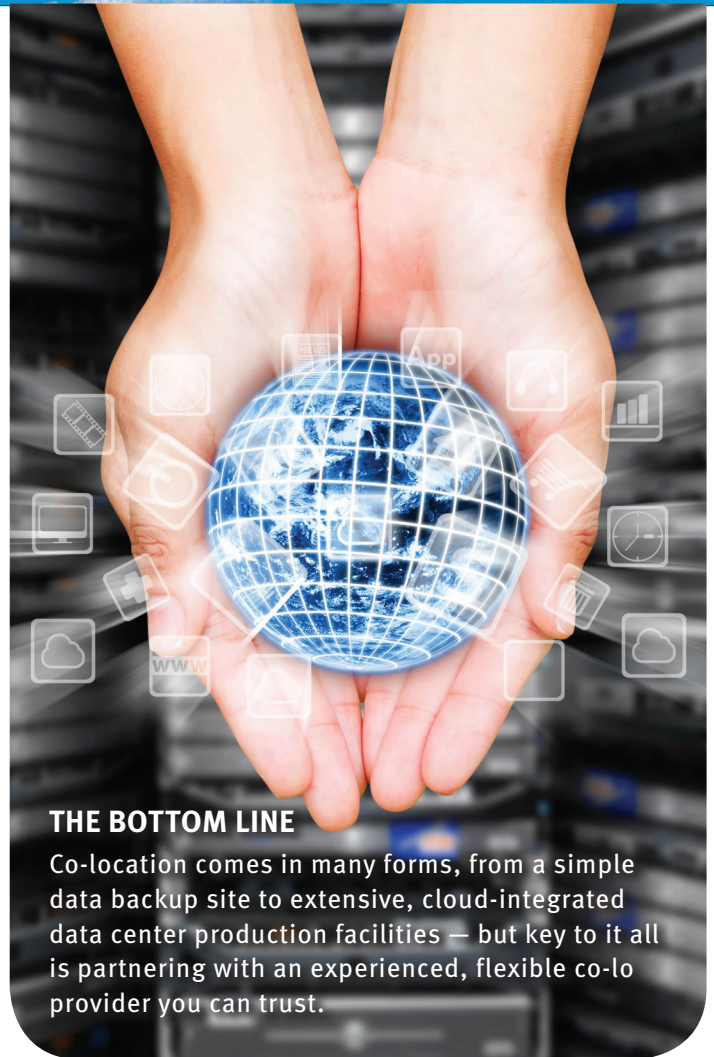
Redundancy where it matters. To ensure the safety and availability of data and apps, co-lo centers must provide power redundancy, multiple network connectivity services, and solid data backup (including regular backup testing).

Escalated security. Today's cyberthreats require dynamic next-generation convergence of physical infrastructure, networks, and software.

Tim's advice: “Look for co-lo sites with layered security zones and extensive physical monitoring as well as data center security that includes reader pads, key pads, and configurable bio/two-factor authentication on access doors or cabinets.”

Ability to provide cloud/managed services. “If you use cloud or managed services,” Tim says, “you can benefit from a

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THE BOTTOM LINE

Co-location comes in many forms, from a simple data backup site to extensive, cloud-integrated data center production facilities — but key to it all is partnering with an experienced, flexible co-lo provider you can trust.

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FROM TIM BURKE...

Need Co-lo Answers? Here's What to Ask First

At Quest, we have noticed an interesting pattern among our co-location customers.

At first they use our co-lo facilities for secondary backup, but they soon grasp the advantages of co-location in our data centers — the high levels of security, the technical expertise, the redundancies in network connections and power and data backup. This inspires them to transition some production facilities to our co-lo sites.

Then, facing a major, technically challenging upgrade of their on-prem data center, they opt to migrate the rest of their IT operations to our co-lo sites while engaging a separate Quest data center site to handle their data backup requirements.

Of course, everyone's needs are different. Deciding whether and how your enterprise can benefit from co-location begins with addressing a few basic questions:

What are my goals? Answer this strategically first — in business terms — and then translate those answers into technology requirements.

How do my business units use IT? How will competitive demands and business requirements force this to change going forward? These insights will help you avoid shortsighted and needlessly costly choices.

How does my enterprise use cloud services now? What are my future cloud plans? This matters because the co-lo/cloud connections you'll want vary among providers.

A trusted technology partner can help you make the links between your business goals and the ways that co-location and cloud/managed services can keep your enterprise healthy and thriving.



CHECK OUT MORE OF TIM'S THINKING AT www.questsys.com/CEOBlog/

Co-location (Continued from page 1)

co-lo site that's able to connect to those services and to content and data residing on the edge of the internet."

Also, Tim suggests, if your co-lo provider offers cloud/managed services that can be flexibly integrated with your co-located operations, you can quickly deploy additional solutions when you need them — including the ability to align with your disaster recovery/business continuity plans.

Professional/technical remote-hands support. Seek out a co-lo provider that staffs its data centers 24 x 7 x 365, allows you access anytime, and offers professional remote-hands support.

Adherence to key availability and compliance standards. Your co-lo centers should be committed to key performance and compliance standards. "SSAE 16 is important," says Tim, "as are security and industry-specific certifications, along with a co-lo provider's willingness to support third-party audits."

“The infrastructure will always be there for us.”

The right location. Make sure your co-lo site is geologically safe, resiliently constructed, and at an appropriate distance. "For instance," Tim notes, "data replication co-lo sites typically should be within a hundred miles of your primary data center."

Flexible Service-Level Agreements (SLAs). Look for a co-lo provider offering customizable SLAs that enable you to specify your own requirements, including a range of ownership/management options and the ability to easily add on and scale up co-lo, cloud, and managed services.

The right co-lo partner. "One of the main objectives of our infrastructure modernization and stabilization project was to shut down our own data center," recalls David Espinosa, Director of IT at transportation logistics firm ITS Logistics of Sparks, Nevada. "But to do that, you need complete confidence in your co-location partner."

Why choose a co-lo partnership with Quest? Because Quest's state-of-the-art facilities provide architectural and geographical stability, industry-leading security, power redundancy, plenty of available solution offerings (including cloud and managed services), and proactive customer service.

"When we talk to ITS customers or to our internal customers about projects," David says, "we do so with a self-assurance we didn't feel before. Today, we are certain that the infrastructure will always be there for us, that the data is safe, and power is available."

Quest's Data Center Capabilities:

From Co-lo to Cloud/Managed Services to Hyperscale Cloud

As IT changes intensify, you require a strong strategic sense of the ways technologies will impact current and future prospects. Yet you cannot afford to get bogged down in the nitty-gritty of your IT operations.

Which means you need a technology partner like Quest that is able to both advise you about technology strategy and take on the day-to-day work of your IT operations.

Quest's extensive Data Center Services offer a customizable flexibility that ensures you always remain in charge.

From Co-location ...

Available at our global network of leading-edge Service Delivery Centers (SDCs), Quest Co-location facilities provide:

- Robust multiple network connections;
- An ability to handle bandwidth bursts on demand;
- Redundant power and power backup;

- Advanced network and physical security; and
- Fire suppression capabilities.

All Quest SDCs are operated 24 x 7 x 365 by experts who securely isolate and segment resident virtual machines, storage systems, and networks as well as monitor and manage the SDCs' physical and network environment.

... To Cloud and Managed Services ...

Quest's portfolio of integratable Cloud Services includes:

- Infrastructure as a Service;
- Desktops as a Service;
- Data Protection/Security as a Service;
- Disaster Recovery/Business Continuity as a Service;
- Messaging and Collaboration as a Service; and
- Application Development/Test as a Service.

Quest's Managed Services include:

- Network Monitoring and Management;

- Server/Application Monitoring and Management;
- Managed Security;
- Managed Messaging;
- Managed Remote Access;
- Business Continuity/Disaster Recovery/Data Storage; and
- Antivirus/Anti-SPAM.

... To a hyperscale cloud

The Quest Cloud Platform™ hyperscale public cloud infrastructure dynamically unites computing, networking, storage, and management into an intelligent, fabric-based infrastructure that automates deployment and management across physical and virtual resources.

Quest encourages you to customize the services you need to optimize your data center operations — whether it is remote-hands support for your co-lo equipment or a flexible integration of a selection of Quest's high-availability cloud and managed services.

DID-YOU-KNOW?

Data Center Technologies to Watch Out For

As enterprises increasingly trade on-premises data centers for cloud and co-location alternatives, providers are deploying new data center technologies to boost efficiencies. Keep an eye out for these technologies in the data centers you use:

Data Center Infrastructure Management (DCIM) includes specialized software, hardware, and sensors to empower remote monitoring and management of resources, deliver dashboard visibility (as well as potential for insights), improve cross-system coordination, and enable support for automation — all of which keeps provider costs down and gives customers remote visibility into their assets.

Network Functions Virtualization (NFV) helps deliver higher compute densities by decoupling network functions (e.g., network address translation, domain

name service, firewalling, and so on) from proprietary hardware appliances and instead running them on general-purpose hardware as building blocks of virtualized network node functions that are easier to deploy, locate, scale, and orchestrate.

Hyper-Converged Infrastructure (HCI) pre-packages software-defined integration of compute, virtualization, networking, and storage so all data center resources can be fully pooled and shared, appearing as a single system image. This streamlines the data center by eliminating the need for separate appliances and layers of optimization/acceleration and by building in a cloud gateway as an integrated compute and/or storage tier with full virtual machine-level visibility, manageability, policy-based data protection, and resource allocation.

What's New...

Quest Garners Two 2017 CRN Awards

Quest continues to receive awards for excellence. Most recently, recognition has come – twice! – from CRN, a media brand of The Channel Company focused on information technology solution providers.

The 2017 MSP 500/Elite 150 list

First, Quest was named to CRN's 2017 Managed Service Provider (MSP) 500 list in the Elite 150 category.

This annual list recognizes North American solution providers with cutting-edge approaches to delivering managed services. Those included in the MSP 500 listing are notable for their ability to help companies navigate the complex and ever-changing landscape of IT, improve operational efficiencies, and maximize their return on IT investments.

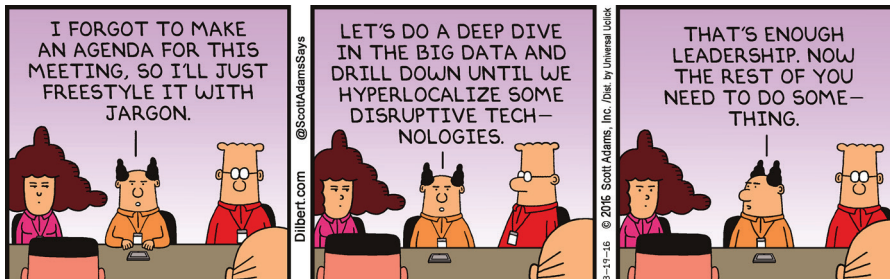
Quest's inclusion among the MSP Elite 150 honors its abilities as a large, data center-oriented provider with a strong mix of on-premises and off-premises services.

The 2017 Tech Elite 250 list

On the heels of its MSP 500 recognition, Quest was named to CRN's 2017 Tech Elite 250 list, which annually honors an exclusive group of North American IT solution providers – those which have earned the highest number of advanced technical certifications from leading technology vendors.

The Channel Company CEO Robert Faletta said of the firms on the 2017 Tech Elite 250 list, "This exclusive, ambitious group of solution providers boasts some of the most advanced IT certifications available from top technology suppliers. They have adapted impressively to major changes in the IT channel, especially the shift to a more services-driven market, by expanding their skill sets and sharpening both their technical and customer service expertise."

At Quest, notes President and CEO Tim Burke, "we work hard to ensure that our portfolio of services always supports the business goals of our customers. That's why we're so deeply committed to sustaining both the breadth and depth of our technical expertise and why we maintain such a wide range of services as well as diverse ways to customize and deploy them."



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QUEST PLAYBOOK

What we offer:
<http://www.questsys.com/ePlaybook>

QUEST ASSESSMENT SERVICES

Test drive our services, evaluate our expertise.

For a complete listing, go to: <http://www.questsys.com/assessment-services.aspx>

Disaster Recovery Workshop

<http://www.questsys.com/disaster-recovery-services/disaster-recovery-workshop-video.aspx>

Security Workshop

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Cloud Workshop

<http://www.questsys.com/cloud-assessment/>

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