# Customer Opportunities and Conversation Starters

Not sure when or how to start a conversation with your customer about data center services? Use the questions and topics below to begin the conversation.

**Disaster Recovery: Do you have a disaster recovery plan in place?**

- **Why?**
    - Offsite storage of data is a key component to a disaster recovery plan
    - 3-2-1 rule - 3 different copies of your data, 2 different media destinations, 1 copy off-site
- **How does CoreSite help?**
    - Leverage CoreSite as backup solution with guaranteed uptime
    - Building a secondary data center is not realistic to most companies, so colocation is a perfect solution for a DR site why?
- Resources: "build vs. buy" TCO calculator

**Equipment Refresh: When is your next hardware refresh?**

- **Why?**
    - As companies approach a hardware refresh, they weigh their options of keeping their infrastructure in-house or outsourcing
- **How can CoreSite help?**
    - By outsourcing to a third party data center your customers can lower overall TCO on their operational costs as well as improve performance
    - How? Operational costs: benefit from reduced costs on power, maintenance and staffing
    - Improve performance: 100% uptime guarantees, and a team of experts dedicated to keep data up and running.

**Power Dense Applications or Deployments: What are your power requirements?**

- **Why?**
    - If a customer is requiring high power density per cabinet it may be difficult to achieve this in an in-house data center
    - A Hadoop deployment for instance is a minimum of 17 - 21CKW/cabinet, which can be difficult to achieve in an in-house data center or commodity colocation environment
- **How can CoreSite help?**
    - CoreSite can support high power density deployments and provide adequate cooling

**Cloud Strategy Changes: What is your current cloud strategy? Do you require connectivity to multiple providers?**

- Why?
    - A multi-cloud strategy will become the common strategy for 70% of enterprises by 2019, up from less than 10% today
    - By 2018 more than 78% of workloads will be processed by cloud-enabled data centers
    - A hybrid IT solution allows workloads to move between dedicated enterprise-owned assets, private clouds and public clouds

○ Customers fully deployed with a public cloud provider often start to do some analysis as their business grows to determine if bringing part of their infrastructure in house is more cost effective, many times it is

- **How can CoreSite help?**
  ○ Customers will want or require direct connections into their cloud environments and CoreSite has AWS Direct Connect, Azure ExpressRoute, and Google Cloud Platform in their data centers should mention IBM SoftLayer
  ○ Customers can often benefit from reduced data rates with these cloud providers when using direct connect
  ○ Interconnection is a high-performance, secure solution that is often less than half the price of connecting over the public Internet
  ○ Being in a cloud-enabled and carrier neutral facility will provide the customer greater flexibility in moving across different platforms with one common interface managing the multiple instances
  ○ When you choose CoreSite, you are a connection away from a community of over 275 cloud and IT providers that can help you with nearly any IT requirement

**Compliance: Are you faced with challenges meeting compliance requirements?**

- **Why?**
  ○ If your customer does business with the government, the medical field, or financial services they may face compliance requirements
  ○ It can be cost intensive and difficult to meet all the requirements with an in-house data center
- **How can CoreSite help?**
  ○ We enable customer's ability to meet compliance regulations like FISMA
  ○ CoreSite obtained HIPAA validation for our platform of operating data centers

○ CoreSite's processes and procedures for both physical and information security are maintained at the highest level through the use of cutting-edge technology and highly-trained in-house security officers who are on-site 24/7/365
○ CoreSite participates in compliance validation programs such as ISO 27001, SOC 1 Type 2, SOC 2 Type 2 and PCI DSS in order to firmly represent our commitment to – and maintenance of – secure, reliable data center facilities.

**Office moves: When is the lease up for your office space?**

- **Why?**
  ○ If a customer is making a move for their office- there's a very good chance they are moving a piece if not all of their datacenter equipment and are in need of a 3rd party provider
- **How Can CoreSite help?**
  ○ By outsourcing to a third party data center your customers can lower overall TCO on their operational costs as well as improve performance
  ○ Operational costs: benefit from reduced costs on power, maintenance and staffing
  ○ Improve performance: 100% uptime guarantees, and a team of experts dedicated to keep data up and running.

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