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A brand of **diva^e**

Outsourcing is the future of data management

Companies increasingly rely on external data centres

Frankfurt, August 2021. No other industry in the modern economy is under as much pressure to innovate as the IT industry. Whether in customer service, in external and internal communication processes, in the management of production processes or in the supply chain - there is a great demand in all areas of a company for digital software solutions that automate, monitor and organise business processes. Consequently, this results in an abundance of data to be processed, which causes high costs as well as a great deal of personnel and organisational effort. "As the digitisation of corporate processes faces increased expansion in the future, it should be fair to ask whether internal data management in a separate data centre still makes sense at all," clarifies Jerome Evans, founder and CEO of diva-e Datacenters GmbH. External data centres and private cloud environments are emerging as a solution approach and promise for the future, which support companies in all questions of data storage and provision, as well as reducing costs, while at the same time keeping existing sensitive data safe at geographically separated server locations.

Worth the move

When business managers from different industries raise the question of outsourcing IT structures, a range of external influences that play a decisive role in the process come to their attention. Since an entrepreneur primarily pays attention to monetary aspects of such a restructuring, the attention initially falls on the cost aspect. "From an economic point of view, a transition away from one's own data centre - the in-house data centre - and towards an external colocation provider, the operator of a specialised data centre, makes absolute sense. They offer great flexibility, have sufficient connection capacities, i.e. total bandwidth to internet service providers such as Deutsche Telekom, and operate them sustainably and energy-efficiently," explains Evans. Tenants of a data centre only pay for the resources they actually use. Likewise, there are no one-off costs due to the purchase and constant renewal of server systems, as the server and network hardware is supplied by modern data centre providers in the form of rental servers on a monthly basis. "Renting server capacities eliminates high one-off investment costs on the user side, so-called capex. In addition, the provider guarantees a free exchange of replacement components for the server systems. Likewise, the provider's customers benefit from the most advanced technologies in the

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managed service and managed security area, which are implemented by specially hired IT experts at a fixed rental price," the expert continues.

Secure storage in the private cloud

Especially when it comes to secure data storage and transfer, a proprietary infrastructure offers the greatest advantages. "The use of a private cloud in particular is one of the strong alternatives when it comes to outsourcing data," explains Evans. "Here, a single user gets all the available computing resources. This offers the benefit of the user having far more control over the infrastructure with the ability to customise it. Certain security and regulatory requirements are easily met." A public cloud, on the other hand, is far more rigid, as the infrastructure is always available to several users. This results in significantly less individuality and it is often not possible to determine the data location, which makes it more difficult to comply with standards such as the DSGVO conformity. In addition to security, performance and cost structure are among the decisive factors for the use of a private cloud. Especially for so-called "data-driven" workloads such as machine learning or virtual desktop infrastructures, the lowest latencies and high performance are among the basic requirements. "These requirements can be met a lot better in traditional delivery models such as on-premises, but also in private clouds, because more influence can be exerted on the design of the infrastructure - so there are almost no alternatives for the future," clarifies Evans. Due to the proprietary deployment method of the private cloud, the hardware components used are also precisely tailored to the user. Unnecessary additional costs do not arise and, especially in the case of long-term infrastructure operation, the overall cost structure is significantly better than with many alternatives.

Further information about diva-e Datacenters GmbH can be found under first-colo.net.

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As an operator of data centres in Germany, firstcolo, based in Frankfurt am Main, provides its customers with the highest level of service quality. In addition to classic colocation and the rental of server systems, firstcolo's range of services also includes storage-on-demand solutions, backup solutions and cloud services. firstcolo is part of the diva-e Group, which, as the leading transactional experience partner in Germany, has over 20 years of industry expertise in the digital world. Around 800 diva-e Group employees in 13 offices in 8 different locations take care of the needs of the wide-ranging customer base, which includes a large pool of industries from technology, retail and healthcare. In addition to large and well-known companies such as FC Bayern Munich, Siemens, Mister Spex, Audi or Sky, many other renowned customers are among them.

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