What is colocation?
Colocation is a physical facilities option for your IT infrastructure. Under a colocation scenario, your IT assets are placed in a service provider’s facility, giving you the ability to take advantage of shared power infrastructure, HVAC systems, physical security and redundant architecture.

Why choose colocation for cloud?
A few reasons:
- Data security concerns are keeping you from adopting a cloud-based infrastructure
- Colocation and private cloud hosting offer you the best of both worlds — great cost savings and secure data storage
- You have access to outside expertise and in-depth experience to help you keep data secure, upgrade hardware and backup data in case of disaster
- Equipment space requirements can be adjusted up or down
- Colocation hosting can free your IT staff to focus on day-to-day operations or innovation projects
When to use colocation for cloud

Latency sensitive applications: Colocation and cloud server hosting offer very predictable latency as it bypasses the external internet and gives your applications direct connection to a Dell Cloud Dedicated virtual machine environment. This can help prevent lags or downtime for applications that are sensitive to latency such as:
- Voice over IP
- Video conferencing
- Real-time data feeds
- Virtual desktops

Disaster recovery: Avoid losing mission-critical applications or data by replicating your infrastructure to an additional data center. This environment allows for both security and availability of data. It is ideal if you handle sensitive customer information on a daily basis such as in the healthcare, finance or legal industries.

Infrastructure extension: Develop your unique solution by seamlessly integrating your internal infrastructure with our hosted solution. You can maximize efficiency in both environments — while minimizing costs and resources. This is crucial if your business has large or growing technology needs.

Security: Secure data is isolated from accessible portions of your website, helping you meet many industry-specific security requirements such as Payment Card Industry (PCI) standards. This is essential for industries with high-security concerns such as healthcare and financial services.

Dell Cloud Hosted Colocation
Let Dell help with your colocation needs. Our services can provide you with:

Space and security
Your equipment is housed safely and securely with Dell or one of our trusted partners, returning valuable space back to your business.

Peace of mind
Enjoy reliable power and a redundant network, without having to worry about building your own infrastructure.

Freedom
Because your hardware and data is housed off-site, your IT staff can focus on other aspects of your business.

Cost savings
While you can own the hardware you’re using, you’re not responsible for creating your own data center.

Choice and control
Get remote access control or have Dell provide services for on-site support along with your choice of network and partial, half or full cabinets (in five unit increments).
Dell Cloud Hosted Colocation services
Cloud hosting includes facilities, network, storage and access to dedicated elastic computing capacity. You supply Dell with hardware that’s fully configured and ready to plug in, and we deliver the power, network infrastructure and rack for your servers. This way, you receive the benefits of a highly secure data center — with a 100 percent uptime guarantee for both your power and network. While you are responsible for the performance of your equipment, you can make changes remotely to your servers as needed. Dell also offers other ITDS services like 24x7 monitoring of your server and operating system.

Our solution with Dell cloud colocation is as a facilitator to getting to asset-light adoption quickly.

You can move your existing assets to Dell Cloud Hosted Colocation zones and cross connect them into your private and public cloud solutions. Dell can manage these colocation devices — and even provider orchestration solutions — across physical, private and public cloud properties.

Some of our customers find that purchasing their own dedicated converged infrastructure is more suitable for them. However, they are left with the challenge of choosing a secure, pragmatic way to host facilities and also find a partner that can manage these converged solutions on their behalf. Dell has robust cloud managed service capabilities that will allow seamless management of your private cloud infrastructure hosted on Dell colocation facilities. This lets you focus on receiving your desired business outcome from the infrastructure.

With our colocation and cloud managed-services capabilities, you can also enjoy rapid time to capacity by having Dell maintain the capacity management aspects of your private cloud.

Dell Cloud Dedicated server colocation

Not meant for standalone colocation but extension of private cloud.

“A guide to colocation

“Large residential operations are no longer feasible for the latest generation of bitcoin mining hardware. We have all the cloud computing capabilities we need to host all our current customers as well as future ones at Dell’s Western Technology Center.”

Lauren Miehe, Co-Founder and Head of Operations, Bitcoin ASIC Hosting

Dell Managed Services
Offers world-class management at the OS layer for physical or virtual environments

Compliance ready
Ensures compliance with regulations including HIPAA, HITECH and PCI

Flexible and scalable
Space requirements can be adjusted up/down as needed

Timely migration to the cloud
Move physical to virtual on your timeframe

Return on capital investments
Extends the productive life of existing equipment

Fast, secure connectivity
Connects both physical and virtual environments

Leveraged Storage
Partnering to provide superior service

Dell has a wide variety of industry partners to enhance our existing service offerings, including our vast network of services available through the Dell Cloud Partner Ecosystem. We match your unique business needs to the right solution from leading providers. For colocation services, we’d like to highlight two of our top partners: ScaleMatrix and Six Degrees Group.

ScaleMatrix

ScaleMatrix is a full-service Dell partner that provides white-glove solutions. This means you get complete architectural support and deep technical expertise for every stage of your colocation journey. They also have in-depth expertise of VMware and other industry-leading technologies. As a trusted Dell partner, ScaleMatrix services are ideal if you’d like someone to perform and optimize web-based services — freeing your IT team to work on day-to-day or value-added tasks.

Industry-leading experience with the services to match

With years of traditional data center construction and management expertise as a guide, the ScaleMatrix team set out to improve upon the decade-old status quo. After three years of development and testing, the ScaleMatrix Data Center and Colocation facility was born. Owned and operated by its employees, it’s no wonder infrastructure, cooling technology and unequivocal levels of customer service are held with the utmost importance.

Aside from providing industry-leading power and redundancy solutions, ScaleMatrix also addresses a multitude of other data center capabilities that you should be considering when reviewing colocation facilities. The ScaleMatrix San Diego Data Center was designed from the ground up with security and compliance standards in mind. In addition to everyday operating procedures, which comply with industry-standard SSAE (Statement on Standards for Attestation Engagements) certifications, ScaleMatrix offers highly specialized managed services for the healthcare, life sciences and other regulated industries that support specific compliance guidelines.

For regulated compliance guidelines, such as the Health Insurance Portability and Accountability Act (HIPAA), Sarbanes-Oxley Act of 2002 (SOX) and PCI requirements, ScaleMatrix data centers, products and managed service offerings help provide a secure path to launching and hosting your IT initiatives. ScaleMatrix can also provide certification and process documentation to support your specific requirements. Team members with certifications — in Certified in Risk and Information Systems Control (CRISC), Certified Information Systems Security Professional (CISSP) and Certified Information Systems Auditor (CISA) — can participate in third-party audits necessary for specific industry hosting agreements. With your security and compliance requirements in mind, ScaleMatrix provides:

- Documented security framework and policies based on NIST 800-53
- Documented operating procedures based on COBIT 4.1
- Stated controls with SSAE 16 — SOC 1, AT 101 — SOC 2 and ISAE 3402 reporting in process
- Information handling and data privacy practices in accordance with NIST standards
- Geographic redundancy capabilities
- Incident response protocols
- Data preservation and forensics knowledge
- Electronic discovery procedures

Dynamic Density Control™ — only at ScaleMatrix

The ScaleMatrix Green Giant Data Center is the first facility designed and equipped with Dynamic Density Control. This revolutionary system provides the ability to control the amount of power and cooling resources deployed to each individual cabinet within the data center, based on your specific needs. High-density clients no longer impact the other racks around them with excessive heat output, as you receive precisely the
cooling you need. And the extraordinary efficiency gained by this system allows ScaleMatrix to reduce operating costs by a staggering 30 percent or more.

**Matrix TotalCare™**

When engaging ScaleMatrix for colocation services, you also have access to Matrix TotalCare. This highly trained group runs the ScaleMatrix Network Operations Center (NOC) and is responsible for maintaining communication and frontline support for all service operations.

When developing the structure for this team, ScaleMatrix focused on delivering the best experience possible, every time. With painstaking detail, they reviewed every customer support interaction to help improve the experience and minimize effort and delays. From support calls and provisioning of services, to ticket handling and maintenance notices, Matrix TotalCare’s goal is to provide succinct and comprehensive support.

An unequivocal promise of stellar customer service and support including:

- Telephone access to a live person – 24x7x365: No voicemail tree and no waiting for a support ticket when you engage Matrix TotalCare.
- Systems-administrator-level support personnel: Personnel are background screened and education verified, certified and tested.
- Extended courtesy support services: While many providers will play the nickel-and-dime game, Matrix TotalCare team members are trained to go the extra mile, every time.
- One call does it all: Bring an issue to the attention of any ScaleMatrix employee, and they will solve your issue to the best of their abilities. The buck stops here – team members are empowered to solve the issue on the spot or escalate to senior management without additional approval.

**Enhanced Remote Hands services, part of the Matrix TotalCare experience**

These services provide you with added remote support for many key colocation capabilities. Services include, but are not limited to:

- Server reboots
- Tape rotation (device and media must be clearly labeled)
- Equipment investigation such as cable and device check
- Basic equipment configuration including connection to kernel-based virtual machines (KVMs) and basic commands
- Media insertion

You can manage any ScaleMatrix product, service and resource through a single, unified portal called ScalePanel. This easy-to-use web-based interface provides clients with access to product and service information, inventory, billing records and, of course, the client support center.
The partnership between Dell and Six Degrees Group (6DG) combines two best-in-class providers.

**Six Degrees Group (EMEA)**
The partnership between Dell and Six Degrees Group (6DG) combines two best-in-class providers. Dell is one of the world’s leading technology companies and provides the enabling technologies that power our clouds. 6DG owns and operates its own data centers, data network, voice switches and cloud platforms. Together, we create and deliver converged managed services to some of the most demanding enterprise customers around, tailored to your unique needs and designed with business outcomes and high performance in mind.

Each of the U.K. data centers provides access to scalable colocation hosting solutions, designed and supported by expert engineers specifically to meet your current and future needs. Colocation hosting has guaranteed quality of service backed by premium 100 percent service-level agreement (SLA) on power.

6DG provides owner-operated, flexible solutions: your assets, their racks. From single, dedicated racks to high-capacity pods, Six Degrees’ data centers ensure all colocation hosting solutions are delivered in highly secure, resilient and fully diverse environments.

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**London Tier 3**
- Customer-owned equipment
  - IP-PBX
  - Servers
  - Firewalls
  - Load-balancers
  - Customer rack
- Advanced climate control
- 6 DG backbone
- Physical security
- Diverse connectivity

**Birmingham Tier 4**
- Customer-owned equipment
  - IP-PBX
  - Servers
  - Firewalls
  - Load-balancers
  - Customer rack
- Physical security
- Diverse connectivity

A guide to colocation
Dell partner guarantee

Dell recognizes that cloud pricing can be volatile, and if any element of the service provided by a partner is reduced in cost, the cost savings is immediately reflected in your bill.

Regardless of which partner or partners are used, a single invoice for services comes from Dell on a net 30-day basis.

Providing the broadest cloud ecosystem in the industry

Global coverage

Multiple cloud platforms
Proprietary | Microsoft | VMware | OpenStack | CloudStack

Most popular use cases
Vertical apps | Disaster recovery | ERP and CRM | Scale-out | Test and development | Productivity apps | Computational analysis

For more information about any of our service offerings, please visit Dell.com/services or contact your Dell representative.