

REALISING THE OPPORTUNITIES OF DATA AT THE EDGE

MORE DATA, MORE CHALLENGES, MORE CONCERNS

From video content and ecommerce transactions to customer information and research, digital data is now a key source of value and differentiation for all businesses.

However, this explosion in the amount of data that businesses are creating, storing, managing and using is putting IT architectures under increasing pressure.

21.1% → **£390M+**

OF FIRMS
INVESTED
MORE THAN

IN BIG DATA IN 2019

UP FROM 12.7% IN 2018



SURGE IN DATA
CREATION

+



REQUIRES
MORE
STORAGE

+



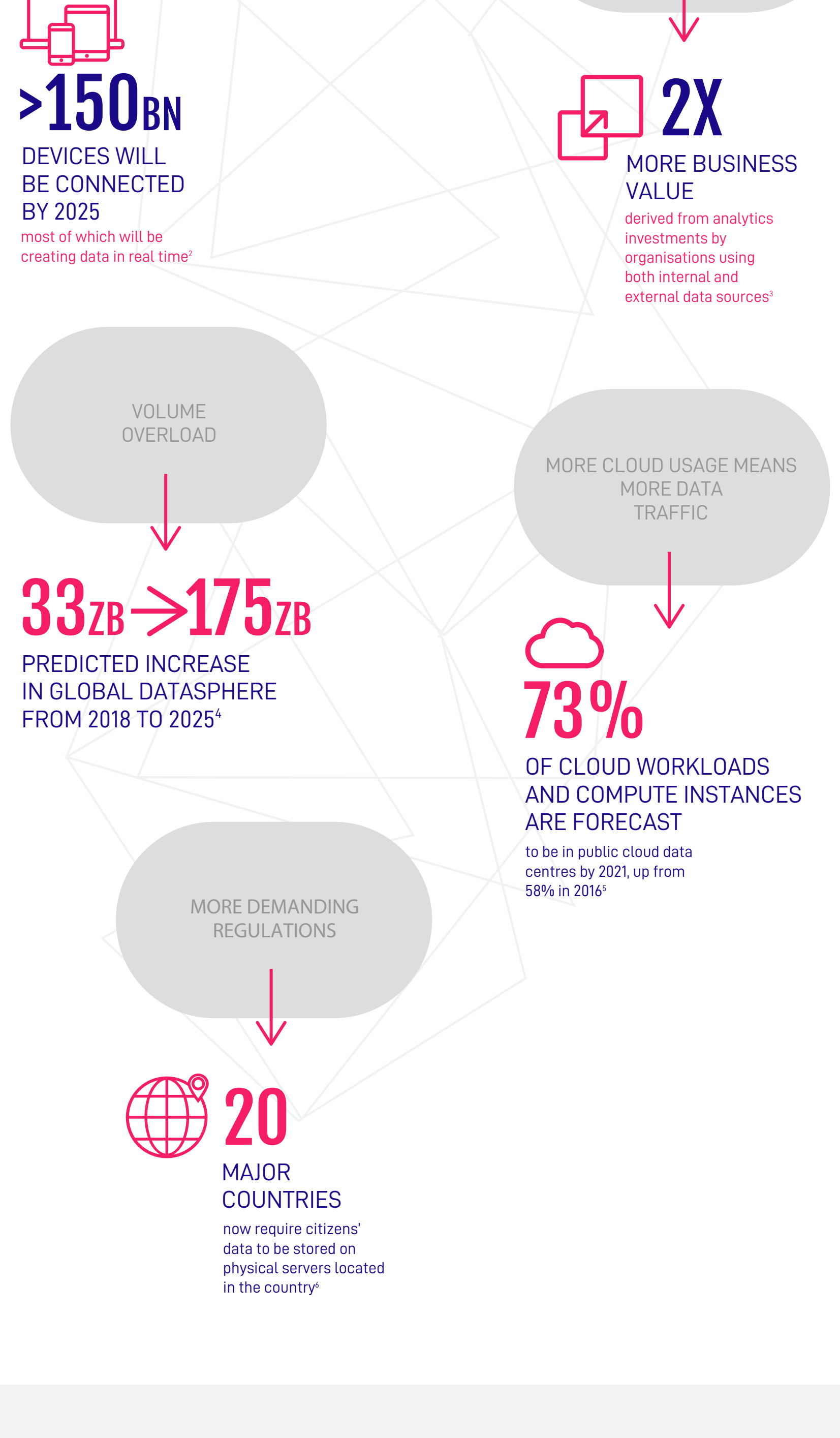
REQUIRES
MORE
MANAGEMENT

=



INCREASING
PRESSURE FOR
IT ARCHITECTURES

Data management challenges



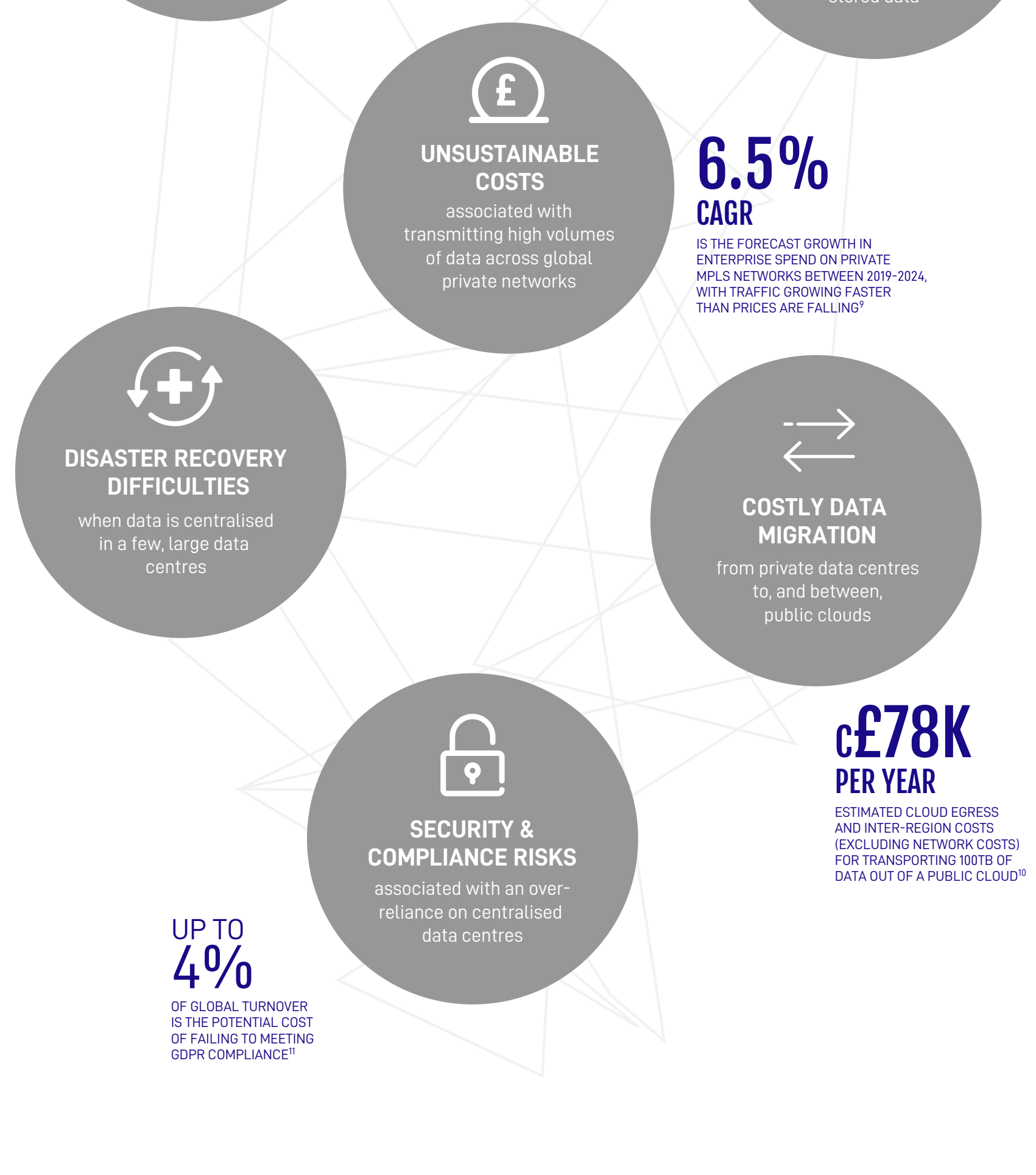
23%

IS THE COMPOUND ANNUAL GROWTH RATE IN BUSINESS IP TRAFFIC BETWEEN 2017 AND 2022⁷

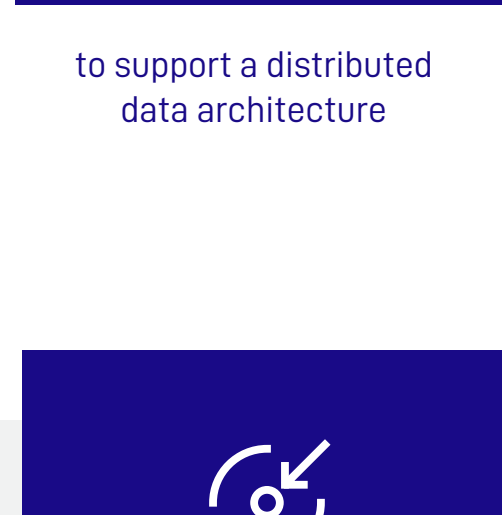
TRADITIONAL ARCHITECTURES ARE FALLING DOWN

Built on central data centres and hub-and-spoke networks, IT architectures can't meet increasing data-driven demands.

The business impacts



THE SOLUTION: ACCESS DATA AT THE EDGE



UTILISE
INTERCONNECTION
HUBS

to support a distributed data architecture



EXCHANGE DATA
SECURELY AND
SCALABLY

with customers, partners and clouds in regional hubs



STORE DATA
AT THE EDGE

located privately 'next to' rather than 'in' public clouds



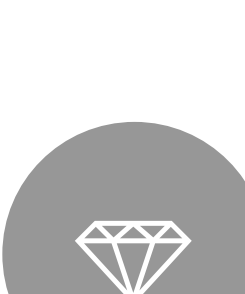
LOCATE DATA
CLOSER

to the people, applications, clouds and things that need to use it

The benefits of distributed data architectures

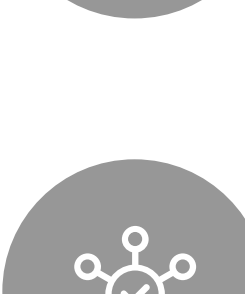
BETTER EXPERIENCES

Latency is reduced by storing and processing data closer to users, significantly enhancing user experiences



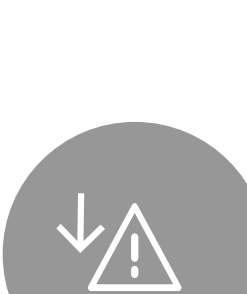
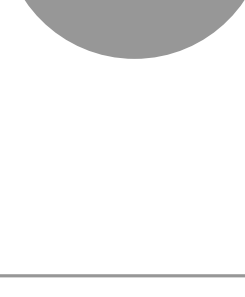
MORE VALUE

Organisations are better placed to monetise data assets and drive improved collaboration with partners, customers and suppliers



EASIER COMPLIANCE

Each data asset can be stored in a location that is compliant with local data sovereignty regulations, while still being managed as part of an integrated, global architecture



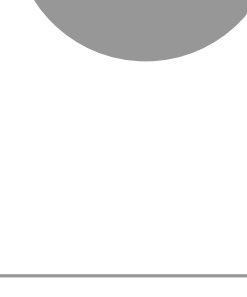
REDUCED COSTS

By reducing the volumes of data transiting private networks, transport costs are cut significantly



LESS RISK

Security control points in regional hubs and robust disaster recovery make data management, monitoring and protection across a global footprint much easier



GREATER INNOVATION

Organisations can take advantage of innovative approaches such as distributed analytics and cloud-based AI systems

30%

LATENCY REDUCTION

CAN BE ACHIEVED WHEN USING SERVICES TO SUPPORT A DISTRIBUTED ARCHITECTURE, ACCORDING TO FORRESTER¹²

70% & **60%**

COST REDUCTIONS

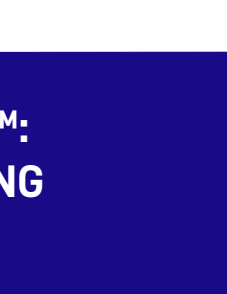
IN CLOUD CONNECTIVITY AND NETWORK TRAFFIC (RESPECTIVELY) CAN BE ACHIEVED BY USING EQUINIX'S INTERCONNECTION¹³

Latency advantages at the edge

THE EDGE

REGIONAL HYBRID CORE

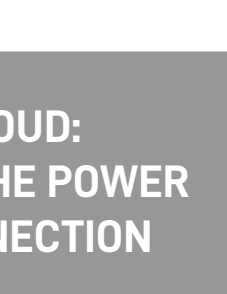
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EDGE ADVANTAGE



REGIONAL



TRADITIONAL

PLATFORM EQUINIX™: THE WORLD'S LEADING INTERCONNECTION PLATFORM

CSI POWERCLOUD: UNLOCKING THE POWER OF INTERCONNECTION

Platform Equinix is used by thousands of enterprises to support their distributed infrastructures, and spans a global network of 200+ International Business Exchange® (IBX®) data centres across five continents. It enables businesses to store and analyse data closer both to its origin and users.

As an Equinix trusted partner, CSI enables organisations unlock the potential of interconnection to power their distributed architecture strategy. We deliver the expertise, guidance and value-added services needed to successfully plan, transition to and manage a distributed data architecture.

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CONTACT CSI BY PHONE +44 (0) 800 1088 301
OR EMAIL INFO@YOURPERPETUALEDGE.COM
WWW.CSILT.D.CO.UK

1 NewVantage Partners, 2019, Big Data and AI Executive Summary
2 IDC, 2018, White Paper: The Digitization of the World, From Edge to Core
3 Gartner Magic Quadrant Report 2019
4 IDC, 2018, White Paper: The Digitization of the World, From Edge to Core
5 Cisco, 2018, White Paper: Cisco Global Cloud Index: Forecast and Methodology, 2016-2021
6 ITIF, 2018, Cross-Border Data Flows
7 Cisco Visual Networking Index: Forecast and Trends, 2017-2022

8 TechTips blog series 13, What is network latency and how does it affect you?
9 MarketWatch, 2019, Managed MPLS Market 2019
10 Cloud Egress Analysis using BGP, AWS and Azure published costs
11 <https://www.governance.co.uk/dei-and-gdpr-penalties>
12 Forrester, 2019, The Total Economic Impact of Equinix
13 Forrester, 2019, The Total Economic Impact of Equinix