

What is a Data Center?

A Basic Guide

Everyone needs to **store and backup their computer data** including websites, documents, customer details and financial information to **keep it safe** from malware, ransomware, theft, natural disasters or being accidentally deleted.



A Data Center is a secure, reliable, connected facility that offers a superior IT Infrastructure for organizations.

This facility features equipment and systems vital to the daily business operations of companies across the globe.



Data Centers connect organizations with large amounts of high-speed **bandwidth** and **storage**.

They provide companies with a redundant, scalable IT Infrastructure, as well as Disaster Recovery solutions.



A long time ago...



In the past organizations **stored their data in-house** on their **own computers**.

But as organizations grew, so did their IT needs.

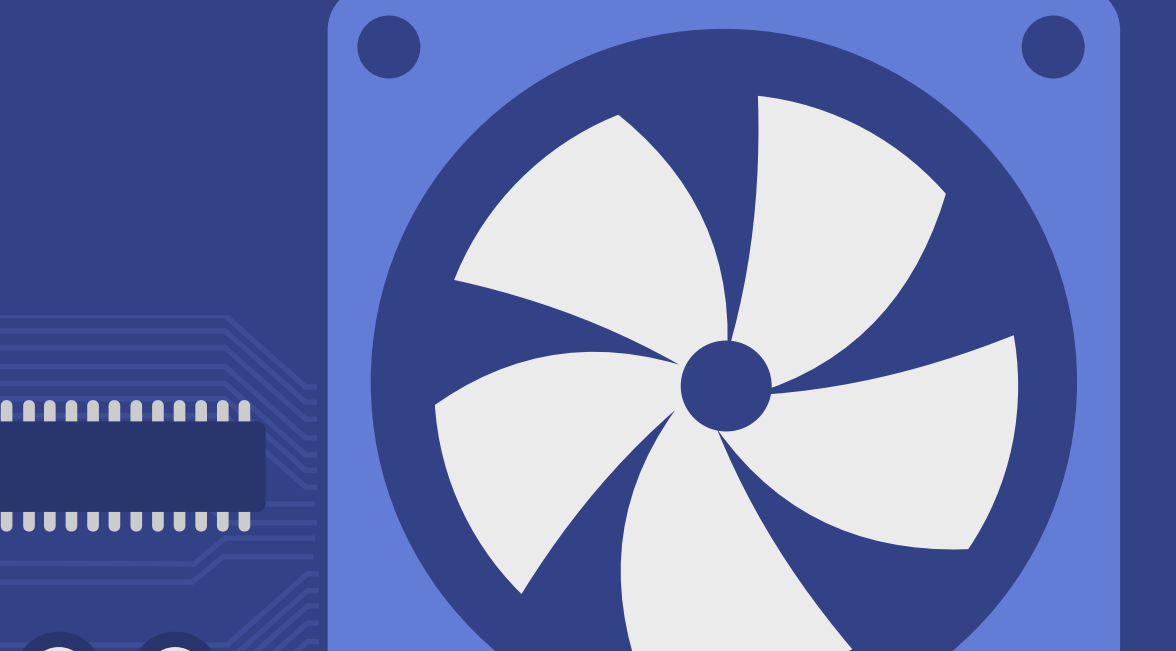


Their website became more popular and they needed **better computers** with **larger storage** and **faster internet connections**.



They ended up needing **more servers**. And eventually, they had to build up an **entirely separate server room** just to house them all.

This wasn't cost-effective or ideal because servers **need to be maintained 24/7** by IT professionals to ensure they run reliably.



They also consumed **a lot of energy to cool them down**.

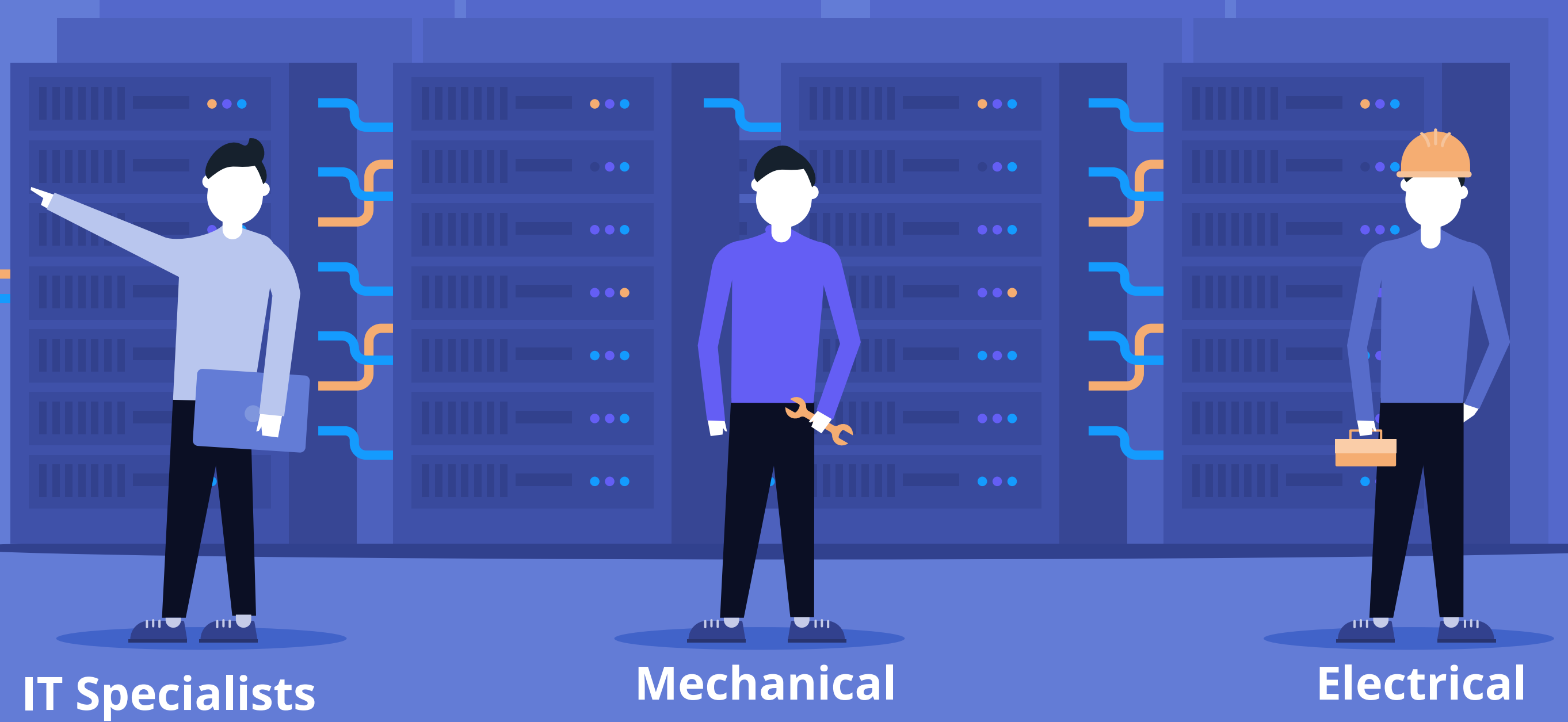
3%

About **3%** of the energy consumed by the entire world each year is spent on **cooling computers**.

Why would I need a data center?

Keeping business critical servers in-house is like a bank keeping its cash in a shed in a backyard. Instead, many organizations now choose to move all of their servers out of their own buildings and into a remote facility. A data center.

This is a secure, computer friendly environment that is maintained around the clock by experts:



IT Specialists

Mechanical Experts

Electrical Engineers

The data center is kept at just the right temperature to ensure the servers perform at their best.



It is also equipped with **Uninterruptible Power Supplies (UPS)**. These are large backup batteries and powerful diesel generators.

So even during blackouts and natural disasters, the servers and the companies they support can **keep on running**.



Data center clients will rent as many racks as they need, according to the amount of processing power, storage space, and bandwidth that they use. This type of data center solution is known as **Colocation**.

Data Center Services & Solutions



Green data centers, like TurnKey Internet's, leverage the most robust clean energy systems available today, while still maintaining the highest level of reliability and performance. They can **reduce the amount of electricity and carbon used in cooling by up to 90%** and this fact leads directly to their more competitive prices.

Be prepared when IT disasters strike...
For a **FREE Consultation** visit www.TurnKeyInternet.net/myplan