

CONSIDERATIONS WHEN SELECTING A DATA CENTER PROVIDER IN MINNEAPOLIS, MN





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Overview

This eBook provides an in-depth look at key considerations to keep in mind when selecting a data center provider in Minneapolis, Minnesota. The goal is to give you the detail you need to evaluate data center providers, facilities and processes, and ensure you find the provider that meets your unique requirements.

Minneapolis has many factors that make it a great location for data centers.

- **Xcel Energy** – (the local utility for the Minneapolis Data Center) ranks among the top utilities in the country for electrical service reliability according to a 2015 nationwide survey.
- **Low power costs** – Unlike the coasts, the Midwest has become extremely progressive in both energy production and distribution.
- **Low risk location** – The majority of the central US has zero hurricane hazard and very low seismic risk in comparison to either coasts' high risk of natural disasters or manmade destruction from terror threats. The area has also been considered to have one of the world's most advanced telecommunications networks, which makes it a focal point for both long-haul and transcontinental fiber networks.
- **Easily accessible** – When travel time is being taken into account, you can't get more centrally located than the Midwest. Businesses on the East and West coasts can take advantage of its location by commuting effortlessly from anywhere in the Continental US. This means you're nearby major Interstates like I-94 or I-35, or only a mere 3-4 hour flight away from the Midwest at even the farthest points in the country if you prefer to travel via airplane as MSP is a major international airport and a hub for some carriers.

When sifting through the many options for a data center provider, it can be a daunting task. This eBook provides an in-depth look at key points you'll need to consider for selecting the right data center partner in Minneapolis.



CONSIDERATION 1: Location, Connectivity & Scalability

Location & Accessibility

No matter how connected this world is, there's no getting around the fact that having your data nearby is a huge plus. At OneNeck, we believe local matters, and you should too when considering your data center provider.

Located in the Golden Triangle Business Park in Minneapolis' suburb Eden Prairie, this data center set the standard for Minnesota-based data centers when it was built in 2010. This facility was the first commercially-available data center in Minnesota to receive the Uptime Institute Tier III Design Certification.

Connectivity

A data center is only as good as its connectivity, so be sure to carefully consider your carrier options. What carriers are available, and how will you connect to them?

This facility is carrier neutral, with four diverse entrances to two telecommunications rooms and managed Internet bandwidth with BGP routing across a redundant backbone.

Scalability

The importance of scalability in a world where data is growing exponentially is a must. When comparing data center providers, ensure that even if they will meet your current need today, they can continue to meet your needs tomorrow. Do they have room for your requirements in a private suite, cage or cabinet, and do they have the capacity (and plans) to expand in the future? Data center moves can be costly, and knowing your data center facility can grow as you do is key.

The OneNeck Minneapolis Data Center has completed Phase 3. See the details in the following chart...

Facility	
10290 West 70th Street, Eden Prairie, MN	
Year Built 2010 Expanded in 2011, 2014	Tier Tier III design certified 
Size 50,000 sq ft	Building Access Customer access 24/7
Connectivity	
Type Carrier neutral facility	Entrance Facilities Dual entrances to telecommunications room
Carriers CenturyLink, CCI, Level 3, TDS Telecom, XO, Zayo, Arvig, Comcast Business	Internet Bandwidth Managed bandwidth with BGP routing across redundant backbone connections with multiple Tier 1 carriers

CONSIDERATION 2: Availability

When evaluating a data center partner, you must consider that the potential cost of a data center outage continues to rise as more critical business systems come to rely on information housed in the data center. The Ponemon Institute (in a study sponsored by Emerson Network Power) published the Cost of Data Center Outages study in 2015. The purpose of the study is to analyze the cost consequences of unplanned data center outages. The study reports:

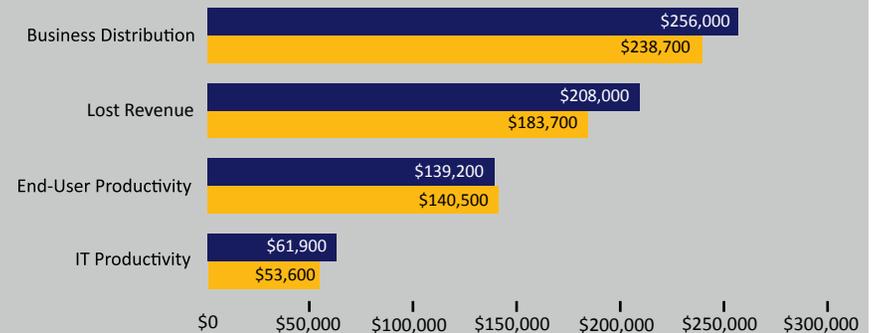
- The average cost of a data center outage was \$740,000, up 46% from 2010 to 2015.
- The average cost per minute was \$8,851, up 58% from 2010 to 2015.
- This cost of an outage much higher in certain verticals – communications, healthcare, e-commerce and financial services.

We addressed this from the start with the OneNeck Minneapolis Data Center and designed it around an extreme availability architecture. What does that mean?

- We offer industrial-grade environmental systems that minimize risk from electrical power failure, fire, acts of nature and unauthorized access.
- We take a carrier neutral approach with multiple fiber providers available, creating deep redundancy in our connectivity.
- And, we offer our own enterprise-class, multicarrier Internet bandwidth service.

The Costly Breakdown

Costs from outages are on the rise. All average total costs of consequences from unplanned outages increased the past five years. **Most notable: Lost revenue from unplanned outages has increased by 77% since 2010.**



OneNeck guarantees uptime with a 100% uptime guarantee, and we back this promise with financially-backed Service Level Agreements (SLAs).

CONSIDERATION 3: Security & Compliance

If security and compliance is not top of mind when selecting a data center provider, it should be. Today, data breaches are higher than ever, and the cost to your business could be catastrophic. No one understands this more than OneNeck, and our data center was built with your critical data in mind.

Our Tiering Methodology. OneNeck embraces the industry’s practices and concept models for running a data center at its peak performance, efficiency, security and reliability. The concepts, related principally to a data center’s physical infrastructure reliability include: continuous maintainability, fault tolerance and compartmentalization.

Tiering Methodology				
	Tier1	Tier 2	Tier 3	Tier 4
Number of delivery paths	1	1	1 active 1 passive	2 active
Redundancy	N	N	N+1	2N minimum
Compartmentalization				✓
Concurrent maintainability			✓	✓
Fault tolerance				✓
Average(all data centers combined) availability	99.671	99.749	99.982	99.95
Average(all data centers combined) downtime in Hr/Yr	28.8	22	1.6	0.4
Data center costs(US\$perUSkW)	\$10,000	\$11,000	\$20,000	\$22,000

SSAE 16. Every OneNeck data center undergoes an SSAE 16 review to confirm we:

- Maintain sufficient data and power redundancy
- Maintain appropriate physical security controls (person trap, security guards, biometric scanning and video cameras)
- Monitor for excessive temperature fluctuations
- Review alerts on a timely basis
- Have appropriate fire/water detection and protection

HIPAA. We can negotiate BAA for colocation and provide a press release of successful examination.

PCI. We can provide customers with our Attestation of Compliance (AOC).

ISO 27001. We can provide customers a link to our certificate.
U.S.+— EU Safe Harbor — We can provide customers a link to the government website listing our certification as current.

SOC. We can provide a SOC 1 Type 2 report with Management Responses.

Physical Security

The OneNeck Minneapolis Data Center takes security seriously in actual construction and in accessibility. We ensure no unauthorized access of the facility by:

- Access Control: Three-factor authentication: Biometric, proximity card and PIN
- Surveillance System: Recorded and monitored digital video at 50+ points
- Security Officers: Security guard present 24/7



CONSIDERATION 4: Comprehensive Services Portfolio

Comprehensive doesn't begin to describe the breadth of our products and services. From providing complete hybrid IT solutions to helping you optimize your current infrastructure, we can do it all.

- **Public, Private & Hybrid Cloud Solutions** — The cloud can deliver added computing capacity and data storage when you need it most. Cloud services are also less expensive, more extensible and can grow with you. And because the cloud never sleeps, you can count on OneNeck for 24/7 support. When it comes to the cloud, we offer you choice: public, private hosted, on-premises or any hybrid combination.
- **Managed Services** — Having the proper IT environment is only half the battle. It takes experience, knowledge and expertise to maximize its benefit for your business. From managed applications to databases, networks and servers, our team can provide you with the support to get the most out of your investment.
- **Colocation** — We also offer colocation services as part of managed hosting. We maintain nine data centers that are strategically located around the country. In addition, ReliaCloud® — OneNeck's enterprise-class hosted infrastructure for resource-intensive applications — is available to support single-server to enterprise-scale needs. ReliaCloud offers outstanding application performance with zero downtime.
- **ERP Application Management** — As more companies integrate legacy enterprise systems with the cloud, Enterprise Resource Planning (ERP) becomes a critical business asset. Partnering with OneNeck for ERP and application management solutions ensures you get maximum performance and value. Whether your operating with a legacy system or looking to implement ERP for the first time, we take an agnostic approach and work with a portfolio of platforms to make sure you get a system that fits your needs today and well into the future.



- **Hardware and Software** — Any network infrastructure is only as strong as its weakest link, which is why OneNeck only works with best-of-breed hardware and software vendors. Our clients depend on us to deliver superior solutions, which is why we go to great lengths to evaluate our hardware and software partners and become experts in their products.
- **Professional Services** — There are times when you have an IT project that is just too big to handle, you need additional expertise to get the job done or you want independent insight on how to get the greatest ROI and still plan for the future. OneNeck Professional Services provides independent, unbiased evaluations and recommendations. Our experts help you assess, plan, migrate and build systems customized to meet your unique requirements.
- **Hybrid Solutions** — No one IT approach meets all requirements, so every networking strategy is a hybrid. OneNeck has the resources and expertise to assemble the right balance of hardware, software and cloud resources to meet your needs. Every engagement starts with an assessment of your needs and an understanding of your objectives. We then develop a strategy that addresses your immediate needs while laying the groundwork for the future.



CONSIDERATION 5: The Processes & The People

When choosing a data center provider, it's more than just a facility at stake. The people and the processes that run the facility and interact with you on a day-to-day basis must be a high priority in the selection criteria.

More than just a collection of components, OneNeck data centers are a holistic system that are powerful, safe and efficient. Designed, built and automated to adapt and respond to conditions with superior power, climate, fire protection, physical security and telemetry. This means the only events that require human intervention are either routine maintenance or repair.

When you migrate your data to a OneNeck data center, you'll find...

A passion for customer satisfaction:

- Complete transparency of logs, events, metrics and issues
- Internal priorities that reflect your priorities and commitments
- Bias for communications in advance of heightened risk

Experienced professionals from top to bottom:

- Facility managers with more than 10 years of data center experience
- Extremely low staff attrition
- Approachable and responsive



How does the OneNeck Minneapolis Data Center Stack Up in the Minneapolis Data Center Market?

SERVICE	ONE NECK MINNEAPOLIS DATA CENTER	TYPICAL MINNEAPOLIS DATA CENTER
SCALABLE BUSINESS SOLUTIONS	OneNeck is the only provider of hybrid IT solutions in Minneapolis. From colocation to enterprise cloud and hosting solutions on ReliaCloud [®] to managed services, ERP application management, professional services, IT hardware; we'll design, implement and manage the right IT solution based on our customers' needs.	✗
SPACE NOW	Located in Eden Prairie, MN 6,500 square feet available now	✗
PURPOSE BUILT/FORTIFIED FACILITY	Purpose built with industrial grade environmental systems to minimize risks from electrical power failure, fire, water damage, acts of nature and unauthorized access.	✗
INNOVATIONS IN COOLING AND POWER EFFICIENCY	State-of-the-art power management, power monitoring, advanced fire suppression and cooling systems.	—
CONNECTIVITY	Carrier neutral with multiple fiber transport providers already built in to our telecom rooms Years of telecom experience working on your behalf to install and manage connections OneNeck's own enterprise-class, multi-carrier Internet bandwidth service	—
COMFORT AMENITIES	Staging Area, and Remote/Smart Hands 24/365	—

In Summary

We hope that you take away from this eBook some basic must-haves when selecting a data center provider in the Minneapolis area. Maybe you're looking for basic colocation services or a more-encompassing solution that includes cloud strategies for your organization. No matter what you're looking for, we're here to help...

Want to see the OneNeck Minneapolis Data Center for yourself?

Check out this [video](#), or call us today to [schedule a tour](#).

About OneNeck[®] IT Solutions

OneNeck IT Solutions provides world-class, [hybrid IT solutions](#) for thousands of businesses around the globe. From [cloud and hosting](#) solutions to [managed services](#), [ERP application management](#), [professional services](#), [IT hardware](#) and top-tier [data centers](#) in Arizona, Colorado, Iowa, Minnesota, Oregon and Wisconsin, OneNeck has the expertise to help customers navigate the cloud to get the right application on the right cloud at the right time.

OneNeck is a subsidiary of Telephone and Data Systems, Inc. [NYSE: TDS]. A Fortune 500[®] company, TDS provides wireless; wireline and cable broadband, TV and voice; and hosted and managed services to approximately six million customers



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