



Why choose a Salt Lake City data center?

Reliable, low-latency networks and interconnections are increasingly critical to Salt Lake City to support multi-cloud deployments, distributed and edge workloads, and a growing reliance on digital engagements.



A growing data center market

Salt Lake City is one of the fastest-growing technology centers in the US. Climbing as high as number three on Forbes annual Best States for Business list, Utah has a very pro-business climate, benefitting from energy costs well below the national average, an expanding employment rate, and low labor costs.

Due to its inland location, Utah has a low risk of natural disasters and one of the lowest corporate tax rates in the nation. All five Flexential Utah data and colocation centers purchase wind-generated electricity through the Rocky Mountain Power Blue Sky renewable energy program as a visionary-level participant.

The regional data centers offer a range of services, from colocation to cloud storage to disaster recovery and business continuity facilities, to help organizations optimize their IT environments.

Why Salt Lake City?

- ✓ Salt Lake City's **metro area population** stands at 1,331,000, marking an increase of 2.5% compared to the previous year.
- ✓ Salt Lake City is a **growing technology hub** with a focus on software development, IT services, and tech startups, as well as a home to several top investment firms and financial technology companies.
- ✓ With significant **infrastructure investments** over the past decade, Salt Lake City's public amenities are helping stimulate economic growth by creating jobs and improving the overall business environment.
- ✓ Located inland, Salt Lake City is not prone to the coastal impacts of hurricanes. Additionally, it experiences a relatively **low risk of other natural disasters** such as earthquakes, fires, and tornadoes.
- ✓ Utah consistently ranks as one of the best on the State Business Tax Climate Index, making Salt Lake City conducive to business growth and development, boasting **energy costs 16% below the national average**.



Optimizing network performance and connectivity

Today's marketplace is an unforgiving one in which enterprises face complex demands and IT performance can drive success or precipitate failure. Reliable, low-latency networks and interconnections are vital to daily operations and your ability to deliver positive user experiences.

These three factors can help you optimize network performance and connectivity:

1. Improve response times

Users' patience with slow connections and poor application performance is lower than ever. Responsive connections that deliver a seamless customer experience are essential for any organization.

Moving workloads closer to end-users can improve traffic routing by reducing latency and eliminating congestion points that negatively impact application performance. Regionally distributed, small edge deployments can access storage and services closer to where they need to be to accelerate processing and handling.

2. Deliver a consistent experience

The majority of the time, responsive, low-latency connections are not enough. Today's users demand a reliable, consistent experience they can depend on – wherever they may be.

Standardizing connections between data centers, public and private cloud environments and telecommunications services based on user density can help deliver predictable, repeatable experiences for every person accessing your applications. Extend security solutions to the edge to decrease the risk of disruption or downtime.

3. Increase reliability

Eliminating single points of failure that could negatively affect the user experience is a vital step toward improving network reliability and optimizing performance.

Granular control over the provisioning and consumption of resources can help ensure you meet workload and application requirements. Network redundancies can reduce the risk of disruptions and safeguard your connectivity against outages, disasters and attacks.

Tailored colocation solutions in Salt Lake City

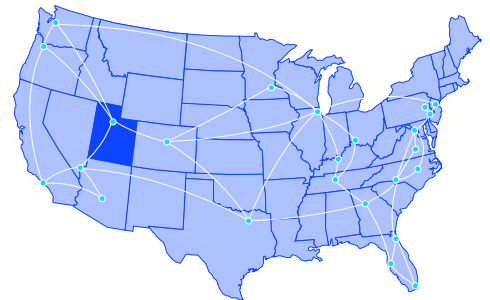
Located in Salt Lake City, the five Flexential data centers offer enterprises scalable, secure and compliant hybrid IT solutions for business-critical workloads, backed by multi-faceted recovery plans to ensure continuous operations.



- **Improved reliability** on public cloud connections
- **Fewer single points of failure**
- Connections to a **network of 40+ data centers** across the US
- **A strategic partner** for improving response times
- Security and technical **staff on-site 24/7**
- Redundant, **automatically rerouted connections** ranging from 10 Mbps to 40 Gbps
- 100 Gbps **network backbone**, scalable to 400 Gbps
- **Professional services** including migration, security and risk management, assessment and audits, performance and network architecture support and remote hands

Connect to a superior national platform

Our five data centers in the Salt Lake City metro area feature unique interconnection capabilities, making them a sought-after destination to fulfill business requirements for cost-effective, reliable, and compliant colocation, cloud, and data protection services. Paired with our private 100 Gbps network backbone, we are your strategic partner for improving response times, providing a secure and reliable network, and improving reliability to public cloud providers to give your end users better performance and reduce single points of failure on the network.



Learn more about the benefits of Flexential colocation

We offer secure, highly efficient data center colocation hosting services that flex to meet your organization's evolving needs. Download a guide or request a visit to learn more.

Take a tour of any of our five Flexential Salt Lake City data centers today!

Get a free, no-obligation review of your colocation requirements from a Flexential specialist.

Call 888-552-3539 or email sales@Flexential.com