HOW TO CHOOSE A DATA CENTER PROVIDER

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Choosing a colocation partner to house, protect & connect your company's critical IT infrastructure is a big decision. Unfortunately, it's not always easy to differentiate between data centers. At first glance, many data center partners may look the same, but dig a little deeper, and you'll find significant differences in the services they offer, their green sustainability certifications, their security compliance certifications and their flexibility to offer custom-made solutions.

How do you select the right colocation partner? By focusing on what is important to your organization, both now and in the future, you can align yourself with a provider that speaks your language and will help you exceed your business goals. Choose a data center partner that meets your specific needs for sustainability, security, location, scalability, compliance and connectivity.

Asking the right questions is a big part of the equation. Here are eight considerations with targeted questions to ask that will help you choose the right colocation partner for your business.

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1. PARTNER WITH A TRUSTED BRAND ›
2. INVEST IN SUSTAINABILITY ›
3. REVIEW SITE SECURITY ›
4. EVALUATE LOCATIONS ›
5. ENSURE PLATFORM SCALABILITY ›
6. REVIEW DEMONSTRATED COMPLIANCE & REDUNDANCY ›
7. EVALUATE DATA CENTER ECOSYSTEMS ›
8. ASSESS DATA CENTER SERVICES ›

PARTNER WITH A TRUSTED BRAND

Choosing a colocation partner is a long-term commitment. You want to work with a company you can trust. Look for a stable company with a long, successful track record of serving customers in top industries that offers the services you want and transparency in their operations. Make sure that they not only understand your current needs but can support your growth strategy for the future.

Customers wisely choose a data center provider that has good financial backing and isn't reliant on just a few tenants. Colocating with a data center whose top five clients are all in the same industry and represent more than half of their revenue is risky business. If the loss of just one customer could deal a large financial blow, reconsider. Running and maintaining a data center is expensive, and you'll be the one who suffers if they suddenly need to cut their operations team or support staff.

Iron Mountain is a global business with a long track record of storing, protecting and managing information and assets. Thousands of local enterprises work with us, as do 95 percent of the FORTUNE 1000. For more than half a century, Iron Mountain has been protecting and securing what our customers value most, from critical business information to geological samples, works of fine art to original recordings of treasured artists. For decades, Iron Mountain Data Centers have been delivering this same trusted service to our data center clients.

ASK THE FOLLOWING QUESTIONS:

- ☐ How long have you been operating and what are your future growth plans?
- ☐ What industries do you serve?
- ☐ Describe your typical customer.
- ☐ May we review the financial reports?
- ☐ Do you own the physical structure, building and property or are you leasing from a third party?

DID YOU KNOW?

Thousands of local enterprises work with us, as do 95% of the FORTUNE 1000
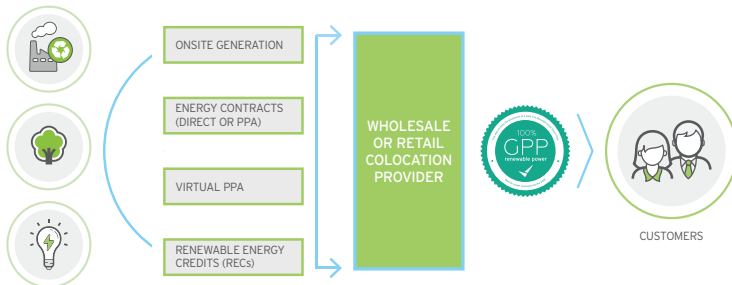
INVEST IN SUSTAINABILITY

Does your company have mandates or goals around sustainability or social responsibility? Whether your company's sustainability goals are public commitments or currently being defined, making good choices about energy sourcing can help you save money and reduce risk. Data center decision makers that obtain green energy from suppliers become part of the solution to address our environmental and social responsibility challenges.

Transparency is the cornerstone of trust and is a key indicator of a reliable business partner. Ask to see the data center's sustainability certifications from accredited associations.

With Green Power Pass + FoIP Principals,
Our Colocation Customers Can Get Credit for the Green

ONSITE GENERATION

ENERGY CONTRACTS (DIRECT OR PPA)

VIRTUAL PPA

RENEWABLE ENERGY CREDITS (RECs)

WHOLESALE OR RETAIL COLOCATION PROVIDER

100% GPP renewable power

CUSTOMERS

If the data center provider knows their carbon footprint and discloses their environmental impacts, they are probably doing a lot of things right. Putting real data in the public domain is a key differentiator between a good green talk track and real accountability.

Using green energy to offset energy consumption will go a long way toward meeting your sustainability goals. Green energy is not only good for the planet, it makes business sense: Today, renewable energy is often less expensive than brown power, and sophisticated buyers are negotiating long-term fixed-price or stable-price contracts for energy. This means that going forward, energy costs from companies using renewables are likely to be more stable and offer more reliable pricing than fossil fuels.

ASK THE FOLLOWING QUESTIONS:

☐ Do you publicly report your carbon footprint and energy usage?

☐ Do you use renewable energy to power your data centers?

☐ Can we get credit for your green energy?

☐ Do you have an enterprise-wide ISO 50001 certified energy management system?

Ask your data center partner where their power comes from and if they make a choice to source high quality renewable energy. If your data center provider does use renewable energy, ask if they can provide documentation so that your company can claim carbon reductions and green power usage in your reporting.

While claiming this credit was difficult in the past, new protocols developed by the Future of Internet Power (FoIP) offer a solution.

The Future of Internet Power (FoIP) is a consortium made up of top colocation customers, suppliers and other stakeholders, including Iron Mountain. Convened by Business for Social Responsibility (BSR) and the Renewable Energy Buyers Alliance (REBA), the group worked together to create a solution that would enable retail data center and colocation customers of all sizes to be able to report green power usage and carbon reductions suitable for the rigorous expectations of reporting agencies like CDP and WRI.

The FoIP collaboration group published a "best practice" white paper or protocol for data center customers to report the benefits of green power contracted by data center owners. This open source industry practice requires specific documentation deliverables so that you can claim the benefits in your public reporting.

We approach sustainability in the same way we approach our customer relationships - by investing in long-term solutions that focus on delivering benefits beyond day-to-day operations and services. We power our data centers with 100% renewable energy sources. In fact, Iron Mountain's Green Power Pass is the first offering of its kind in the data center industry. Green Power Pass is a data center renewable energy solution that gives customers the ability to include the power they consume at any of our data centers as green power in their CDP, RE100, GRI or other sustainability reporting.

We are the only global colocation data center provider with an enterprise-wide ISO 50001 certified energy management system. Through ISO 50001, we are required to show evidence of continual improvement in our energy efficiency efforts and engage all parts of the business to accelerate the program every year. Rather than just talking about responsible energy use, we live it.

Future of
Internet Power

REBA

DID YOU KNOW?
Iron Mountain data centers have been powered by 100% renewable electricity since 2017

ISO 50001
CERTIFICATION

REVIEW SITE SECURITY

Your information assets and business critical infrastructure are sensitive and proprietary. Your data center provider must offer the right technical and physical practices to assure your confidence in the security of your data.

Our facilities are resilient, featuring customer-inspired design with concurrently maintainable systems for maximum reliability and uptime. We meet Federal Information Security Management Act High facility standards and maintain FedRAMP and HIPAA compliance. Iron Mountain offers some of the world's most secure data centers. Our federal-grade, multi-layered approach to security includes a combination of technical and human security measures.

Iron Mountain's proactive customer service procedures increase safety, security and the customer experience. Our friendly, well-trained Safety and Security officers are Iron Mountain employees, not contractors.

Our COVID-19 protocols provide customers with the access they need while keeping staff and customers safe.

ASK THE FOLLOWING QUESTIONS:

☐ Is there perimeter of the building secure?

☐ How does a guest gain access to the data center?

☐ Are mantraps and biometric security measures being used?

☐ Do they have security officers on guard 24/7?

ENHANCED PHYSICAL SECURITY

Iron Mountain data centers protect customer assets utilizing a Security in Depth approach, beginning at the site perimeter.

> Site level access control
> Mantraps
> Intrusion detection systems
> Biometric access controls

> 24x7x365 monitoring, CCTV
> 24x7x365 dedicated security officers
> Thorough background checks for all staff

> Visitor access must be requested 24 hours in advance and approved by Iron Mountain employee or customer
> All visitors must present government-issued photo ID to the security officer

FedRAMP   FISMA

HIPAA   PCI Security Standards Council

EVALUATE LOCATIONS

Location is a key consideration when choosing a data center partner. A strategic location provides an optimized data environment with access to an ecosystem of on-ramps and connectivity, along with localized operations that help you better understand customers in the region. You can easily grow your worldwide footprint with a global partner who offers a consistent data center product and experience in key markets around the world.

NORTH AMERICA

EUROPE

ASIA
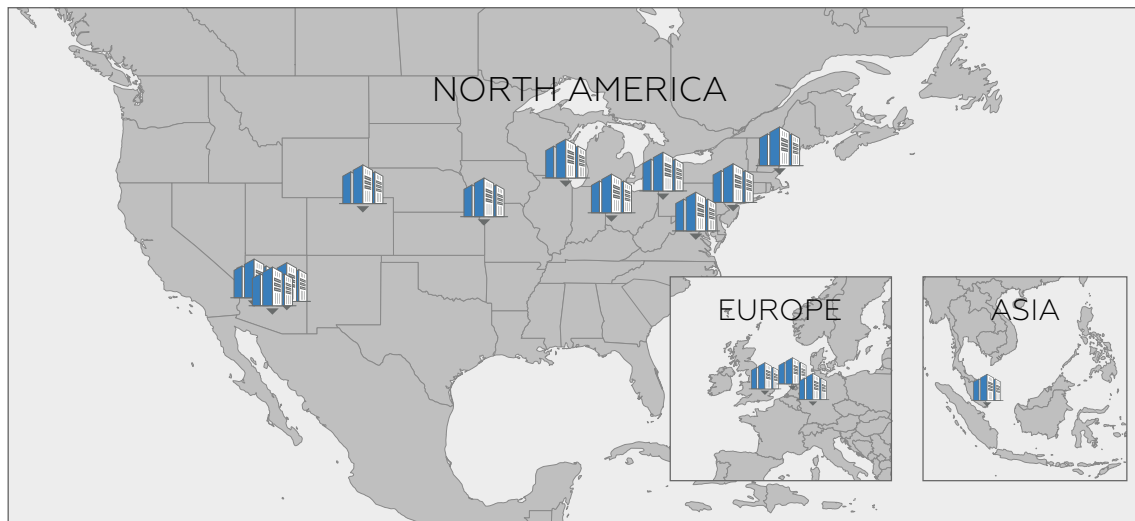
ASK THE FOLLOWING QUESTIONS:

☐ Where are your data centers located

☐ Are the locations convenient to my needs, including proximity to other partner networks or peering opportunities?

☐ Do you have access to metro regions and offer regional, national, and international services?

☐ Does your provider have a global footprint?

ENSURE PLATFORM SCALABILITY

Today's technology landscape is more complicated than ever, and customers need appropriate options to scale their data center footprint and establish connectivity between deployments without comprising cloud and network connectivity needs. With data center as a service (DaaS), you can easily scale as you grow.

With a global data center platform that includes 15 facilities on three continents, we provide a choice of ecosystems that enable you to efficiently reach your environments, customers, and partners in a way that makes the most sense as your business grows.

While some data centers have multiple portals with differing services at their locations, our Global Network Operations Center (GNOC) and Smart Hands global standard provides a consistent platform across our portfolio. You'll have the same excellent standard of service no matter what Iron Mountain data center you're in.

Our portal offers responsive, professional service 24-hours a day across the globe. The portal features include the management of services like: Smart Hands, Cross Connects, data center access, receiving packages, reserving a conference room, asking questions and more.

Since 2017, Iron Mountain has invested more than $2B to acquire and build a global portfolio of strategically located data center assets in North America, Europe and Asia. With more than 3.5M gross square feet and 350 megawatts of capacity, Iron Mountain is well-positioned to accommodate any scale requirement.

DID YOU KNOW?
Iron Mountain has more than
3.5M gross squre feet **350** megawatts of capacity

REVIEW DEMONSTRATED COMPLIANCE & REDUNDANCY

When you're outsourcing your data center needs, understanding your colocation partner's compliance, security, redundancy, availability and integrity are of utmost importance. You should always be able to ask questions and request tours, documentation and reports to support your compliance and redundancy needs. An initial best practice is to establish a compliance or quality assurance point of contact to facilitate discussions between organizations.

A colocation partners mitigates risk through physical and environmental controls from an operational and security standpoint. Ensuring proper redundancy, maintenance and operation of critical infrastructure, along with upkeep and continual improvement of a physical security program, are part of a comprehensive compliance program.

Your colocation provider should have the best compliance practices in place; a SOC report and ISO27001 implemented at a minimum. These two frameworks can provide customers and third parties assurance that a proper Information Security Management System is in place, and that technical audits occur regularly. Depending on your industry, you may also require frameworks outside of SOC and ISO.

OTHER QUESTIONS TO ASK:

☐ What certifications or reports are present at the prospective site?

☐ Do the certifications align with your compliance and business needs to ensure the proper physical and environmental controls are in place and regularly audited?

☐ What are your redundancy levels?

☐ What kind of audit support does the colocation partner offer when "audit season" arrives?

FedRAMP FISMA NIST National Institute of Standards and Technology U.S. Department of Commerce ISO 50001 CERTIFICATION ISO 27001 CERTIFIED by schellman AICPA SOC 2 HIPAA Health Insurance Portability & Accountability Act

Iron Mountain Data Centers has the most comprehensive compliance program in the data center industry. We maintain the following certifications and provide all related audit reports:

> **Service Organization Control (SOC) 3 Report** – Formerly SysTrust®, from the American Institute of Certified Public Accountants (AICPA), this report is an audit of our IT systems by an outside, independent auditor to ensure we have appropriate internal controls in place for our IT infrastructure environment.

> **Service Organization Control (SOC) Type 2 Report** – Iron Mountain also maintains an additional, non-public SOC 2 Report that we provide to customers.

> **AAA Certified by National Association for Information Destruction**

> **PCI-DSS Attestation of Compliance (AOC)** – This attestation assures our compliance with the Payment Card Industry Data Security Standard.

> **ISO/IEC 27001:2013 Certification** – This certification establishes common Information Security Management Systems (ISMS) controls and procedures for Iron Mountain InSight® running in a secure cloud hosted environment.

> **ISO 50001** - We have also begun formal implementation of ISO 50001 standards in our data centers to provide a more complete compliance package; no other providers in the U.S. offer this certification.

> **NIST SP 800-53 compliance available at all U.S. data centers** – This is a key component of delivering a high quality, secure, and reliable data center product to the regulated markets sector, which includes the U.S. federal government, U.S. financial and banking market, and subcontractors of both. Iron Mountain utilizes the NIST SP 800-53 report in order to meet strict physical and environmental controls which align with FISMA and FedRAMP "HIGH" requirements, holding us to the highest standards possible.

> **Department of Defense Cybersecurity Maturity Model Certification P&E Mapping (CMMC)** – We are the only colocation provider in the U.S with mapping to the new Department of Defense CMMC's physical and environmental control set via our NIST 800-53 report. The evolving requirements are the highest federal security compliance standards that the DoD and its subcontractors are required to meet.

DOWNLOAD THE SERVICE ORGANIZATION CONTROL (SOC) 3 REPORT HERE.

⏻ DOWNLOAD

Beyond certifications and reports, it is important to ask about physical security policies, personnel security policies, service delivery, availability and change practices. Reviewing these ahead of contract execution will provide due diligence that the colocation provider is operating at all levels expected by your organization, outside of what certifications and reports can communicate.

HAVING CERTIFICATIONS AND REPORTS IS A GREAT START, BUT HOW DOES THE ORGANIZATION PLAN ON CONTINUING THE IMPLEMENTATION AND GETTING BETTER AT WHAT THEY'RE DOING?

Using various methods of testing the effectiveness of information security, or overall operational stance of the organization is essential. Don't hesitate to ask how organizations plan to improve their compliance programs, especially those who have a host of ISO certifications which embody the spirit of continual improvement.

Since 2016, with steady growth of both our footprint and compliance portfolio, Iron Mountain continues to outpace other providers in various disciplines of regulatory compliance and risk management. Review of recent RFP's also supports our mission of maintaining the most complete compliance suite in the industry.

Safeguarding what you value most is our priority. We not only abide by the strictest industry standards—we help set them. Our industry memberships, certifications and awards keep us ahead of new developments so we can innovate for our customers.

EVALUATE DATA CENTER ECOSYSTEMS

A key aspect of successfully executing digital transformation is having access to an ecosystem of Network service providers (NSPs), Cloud service providers (CSPs) and a diverse variety of service and solution providers.

NSPs are a critical part of the ecosystem and managing relationships and provisioning network services between data center locations can be expensive, time-consuming and complex, putting incremental pressure on internal teams that may not have the experience or expertise to deal with provisioning network services or managing carrier relationships. Colocating with the right provider places a customer in a rich networking ecosystem that enables them to build interconnections at cost, and scale as their business requirements change. Rich network ecosystems provide customers with a broad selection of IP transit providers, peering exchanges, cloud on-ramp services, metro connectivity and physical and virtual cross connects.
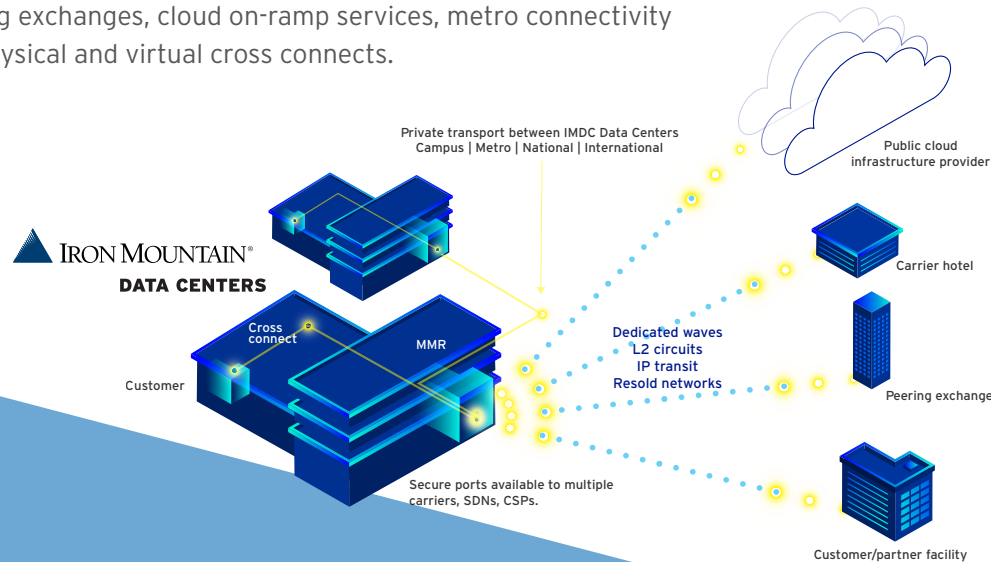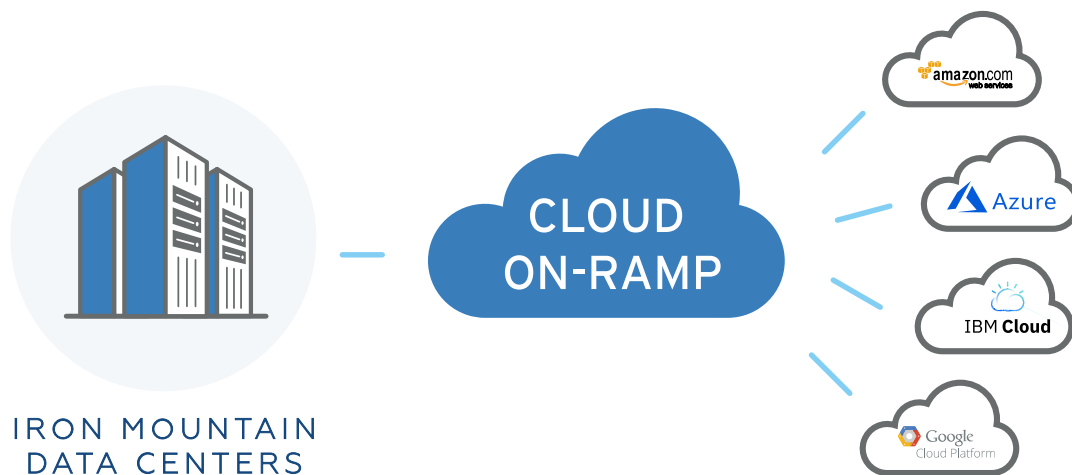
ASK THE FOLLOWING QUESTIONS:

☐ What networks are available in your ecosystem that provide IP Transit, Dark Fiber, Layer 2 transport and cloud on-ramp services?

☐ What options are available if we need connectivity to expand the ecosystem to metro strategic interconnection points?

☐ Do you support a vendor neutral approach to solution providers?

Private transport between IMDC Data Centers
Campus | Metro | National | International

Public cloud infrastructure provider

IRON MOUNTAIN®
DATA CENTERS

Cross connect

MMR

Customer

Carrier hotel

Dedicated waves
L2 circuits
IP transit
Resold networks

Peering exchange

Secure ports available to multiple carriers, SDNs, CSPs.

Customer/partner facility

Iron Mountain Data Centers offer customers the flexibility to create a network solution that works best for them. Most top-tier colocation providers offer multiple ways to connect to cloud providers like Amazon Web Services, Microsoft Azure, Google Cloud Platform, Oracle and IBM Softlayer from either within their facility, or from within a very short (low latency) hop away. Iron Mountain options include direct connection cloud on-ramps, software-defined network (SDN) exchanges, peering exchanges, colocation provider fiber to regional MMR's and private carrier circuits.

Based on your redundancy, budget and scale requirements, we provide multiple on-ramp solutions. Customers can connect to the cloud service provider, or other solution provider, of their choice through a variety of port and transport options. Customers can leverage our cloud on-ramp port, contract with one of our software defined network or carrier partners, secure a dedicated wave or access a dark fiber regional interconnection point.

Our network ecosystem comprises a rich fabric of local, regional, national and global telecommunications carriers, major cloud service providers and peering exchanges. In fact, we have great partnerships with some of the largest peering exchanges in the world, including AMS-IX, LINX and DE-CIX. Coupled with the convenience of a single contract and a global team of solution engineers, we help customers navigate the increasingly complex array of interconnection choices. All of our customers have the opportunity to join the ecosystem within our data center and become a connectivity choice for other providers and customers.

IRON MOUNTAIN
DATA CENTERS

CLOUD ON-RAMP

amazon.com web services

Azure

IBM Cloud

Google Cloud Platform

"Iron Mountain's continued expansion of network service options further demonstrates our dedication to working alongside our customers to deliver what they need," says Mark Kidd, Executive Vice President and General Manager of Data Centers at Iron Mountain. *"Our global network service portfolio enables our customers to connect to the carriers, clouds and partners of their choice, in a way that makes sense for their business."*

ASSESS DATA CENTER SERVICES

In addition to easy access to cloud, telecom and other IT services, your data center partner should deliver efficient remote management solutions and network engineering assistance. Depending on your needs, it may be important to consider build-to-suit or modular data center offerings.

Iron Mountain's build-to-suit options allow you to design a data center facility that meets your specific needs without the large initial capital expense of building and owning a data center. We support our customers all the way from a single cabinet to a hyperscale deployment with structured cabling, installation and secure infrastructure components. Through our trusted partners, we deliver comprehensive data migration services with full migration plan documentation.

We provide skilled Smart Hands support, including hot and cold swap and inventory services - cross connect verification and circuit signal and other testing; our Smart Hands services are delivered by tenured, local professionals you know and trust, who are accessible 24x7x365. Repeatable, vetted and documented Smart Hands processes and procedures allow us to acknowledge most requests within 30 minutes and rapidly address the needs of our global

ASK THE FOLLOWING QUESTIONS:

☐ Do you or your partners provide data migration services?

☐ What disaster protection services can you deliver to protect my organization and our data?

☐ Can you provision private suites?

About

Iron Mountain Data Centers operates a global colocation platform that enables customers to build tailored, sustainable, carrier and cloud-neutral data solutions. As a proud part of Iron Mountain, a world leader in the secure management of data and assets trusted by 95% of the Fortune 1000, we are uniquely placed to protect, connect and activate high-value customer data. We work side-by-side with customers to achieve long-term goals, leading the industry in physical security, business continuity, best-in-class compliance, and renewables.

WE PROTECT WHAT YOU VALUE MOST®

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