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DATA CENTRES & CLOUD SERVICES

# CHOOSING YOUR NEXT GLOBAL HUB

A guide to selecting data centre partners across underserved and overlooked markets around the world

Organisations of all sizes need to be ready to serve exponential demand coming from local markets beyond the established global digitals hubs. Hyperscalers, cloud service providers, content companies, over the top (OTT) players and large enterprises often have presence in at least one of the 12 or so large metropolitan areas globally.


The challenge they face is identifying and growing their presence in local markets as cloud, content, applications, and services become increasingly localised. They have to find hubs that can help them to enable and capitalise on rapid digital transformation, booming digital economies, and growing internet users in markets across the globe.

There is an opportunity to expand and grow in the next digital hubs if they can find the right digital infrastructure partner. Around the world, there are overlooked and underserved markets in Africa, Asia, Europe, the Middle East and CIS that can be tapped into with a partner that can offer local facilities with a consistent global experience.

Accelerating cloud adoption combined with demographics creates a scenario where digital hubs in Tier 2 and 3 markets can be massive growth drivers for digital businesses. In 2020, 8 of the 10 world's largest populations were in Africa and Asia, according to Pew Research. Over the next 80 years, African countries will have more than five countries in the top 10. These will all be users who are online and connected.

Hyperscalers, cloud service providers, content companies, OTT players and large enterprises just need a foundation for long-term innovation and transformation across local markets.

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# WHY LOCAL MATTERS MORE THAN EVER

Local digital infrastructure is becoming critical to the adoption of local cloud services and digital transformation. Application performance, edge computing and increasing legislation all require organisations to use both local and global hubs to serve users.

The rollout of data sovereignty laws and the regionalisation of the internet is forcing data to be kept in-country. This means hosting data in one central hub to serve a region is no longer permitted if the data has to cross borders. Organisations have to keep data local and demonstrate the integrity and security of the data they hold.

It requires local digital infrastructure that can scale to meet growing demand for cloud-based services. Otherwise, existing data centre space can be prohibitively expensive or simply unavailable, as it has largely been allocated. 66% of countries globally have data protection and privacy legislation, according to the United Nations. Africa and Asia show a similar level of adoption with 55% of countries having adopted such legislations.

At the same time, increasing cloud adoption and content streaming in emerging markets means that organisations need to be closer to end users in order to deliver application performance. The latency and resiliency of a service depends on its proximity to the user, requiring applications to be hosted in local hubs.

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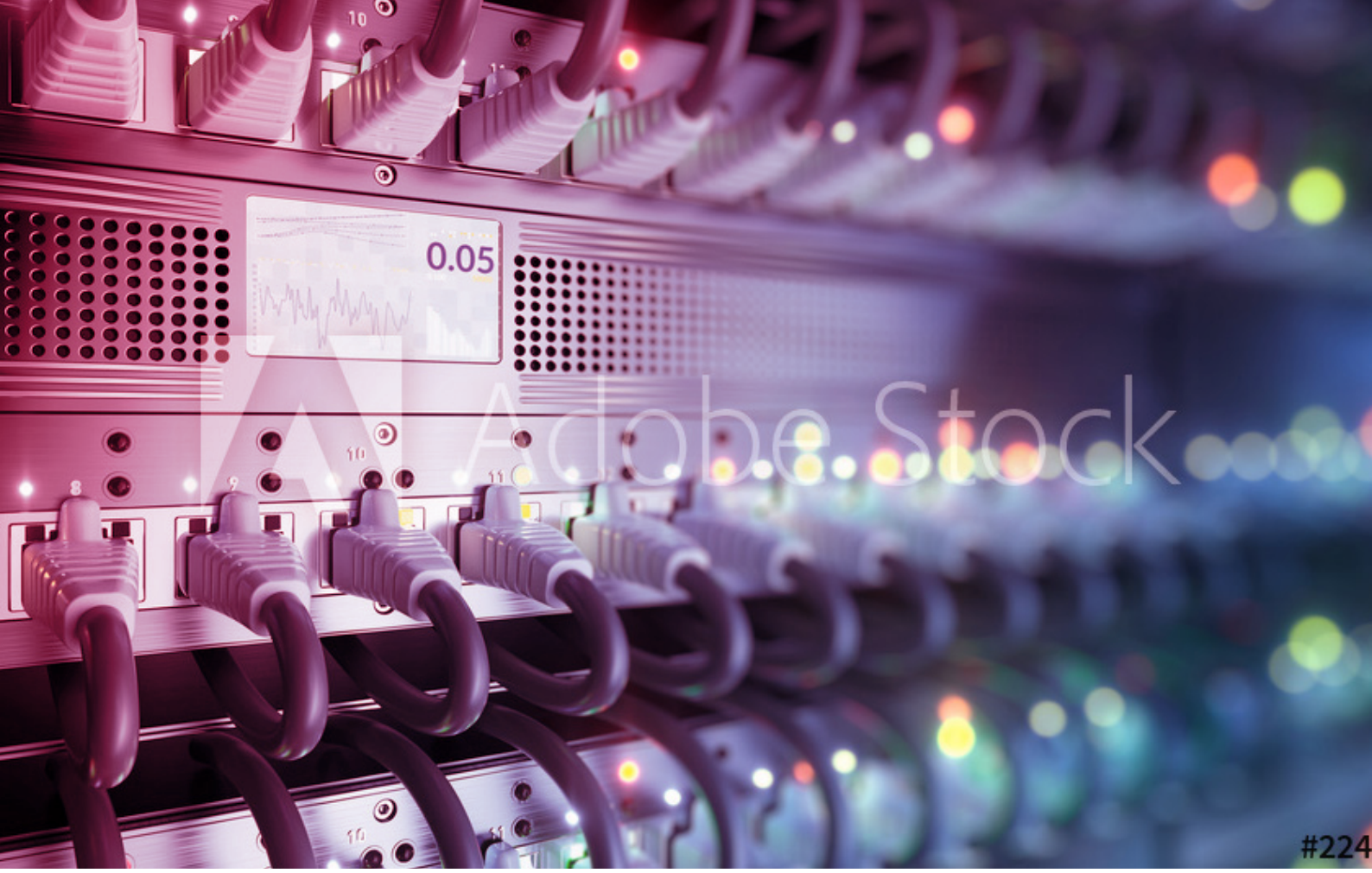


End users demand an optimised experience and quickly turn away from applications and services that cannot meet their expectations. With local enterprises accelerating their digital transformation, they need to guarantee the quality of experience they can deliver for users. Otherwise, they face over promising and under delivering, which can limit the chances of success for a digital transformation project or kill a consumer service.

The rise of edge computing and the opportunity in the internet of things (IoT) is also dependent on robust, resilient and local digital infrastructure. As a growing number of smart city solutions and IoT projects are launched, they have been underpinned with local and hyperconnected data facilities. Edge computing requires that managing, analysing and storing data happens as close as possible to the source. This moves data from a centralised hub and pushes it to a local edge data centre and the associated IoT devices.

The challenge for many organisations will be to find the right digital infrastructure in overlooked and underserved markets. They need a partner they can trust to deliver world-class services in local markets across the globe.

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# CHOOSING THE RIGHT PROVIDER IN LOCAL MARKETS

Not all digital infrastructure providers are the same. Hyperscalers, cloud service providers, content companies, OTT players and enterprises all need a digital infrastructure provider that understands their needs and the local market. They need to offer a consistent global experience across local digital hubs, making it simple to land and expand in new markets.


There are several core components a local digital infrastructure provider must offer customers:

## Consistent Experience Across Facilities

The digital infrastructure provider should offer a consistent user experience across multiple facilities to accelerate deployment times and streamline deployments. If they can offer the same experience in Europe that they can offer in the Middle East or Africa, the organisation will save time and resources getting up and running in a new market.

## Strategic Locations in Local Markets

The digital infrastructure provider should have data centre facilities in high-growth markets beyond the standard global hubs. They should be able to offer facilities in markets that offer new growth opportunities and have strategic value for a range of customers. A coherent data centre development strategy means an organisation will benefit from a long-term partner and they can grow together.

## Local Knowledge

In challenging markets, the digital infrastructure provider should be able to act as a guide and provide recommendations for being successful in the local market. It should be able to help the organisation to navigate local requirements, understand the operational environment, and get them up to speed on deploying and growing locally.

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## A Hyperconnected Ecosystem

Each facility should have a continually growing and developing connectivity ecosystem. The digital infrastructure provider should encourage the growth of connectivity options for customers and support partnering amongst existing customers.

## Neutral Facilities

Each facility should offer a neutral environment without preferred connectivity options or dominant players. It should be an open environment that is focused on enabling digital adoption and innovation in the local market.

## Proven Availability of Power and Resilience

Each facility should have proven power availability, robust resiliency strategies and multiple power back-ups. Local standards and certification should be met or exceeded to guarantee maximum uptime and seamless service delivery.

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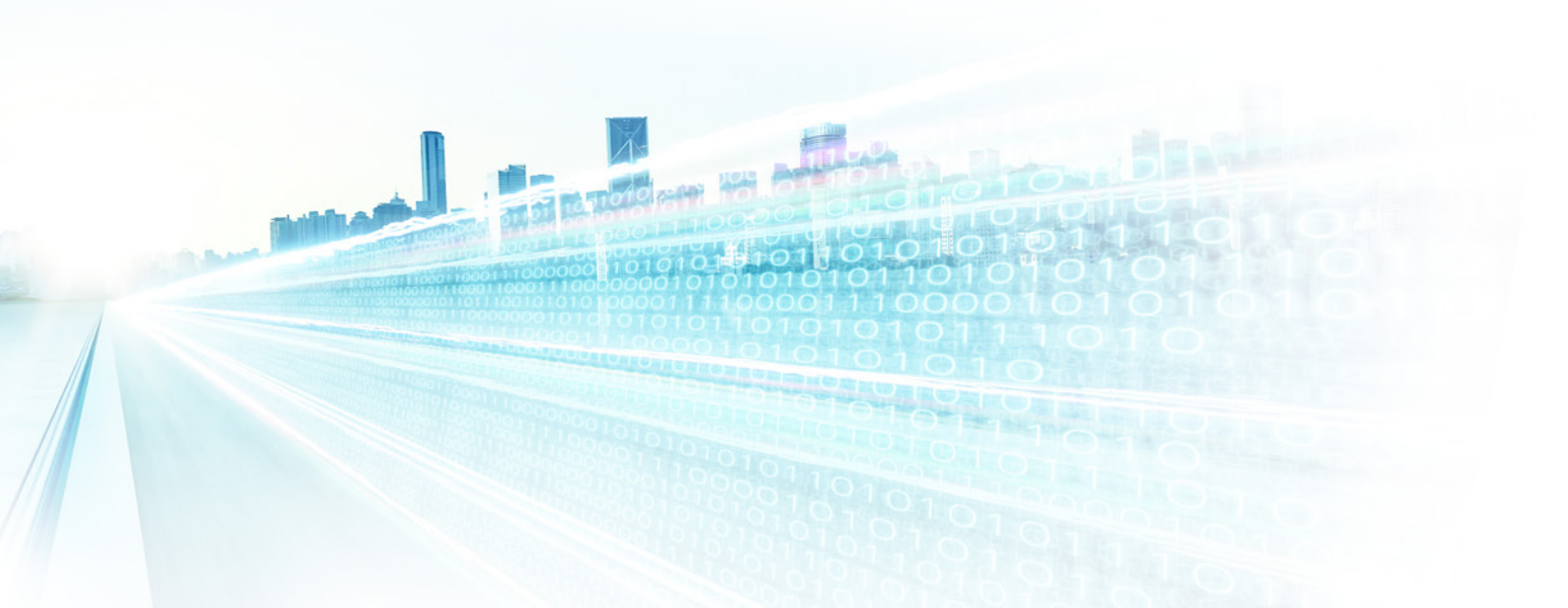

## Growing Together

The digital infrastructure provider should offer long-term scalability and enable an organisation to rapidly scale-up their services in local markets. They should offer the agility to pivot and change to meet new demand and roll out services in case of unexpected events. They should deliver flexibility and agility in data centre services.

## A Trusted Partner

The digital infrastructure provider should deliver exceptional customer support with an agile approach to troubleshooting issues. They should be a trusted partner that works together with customers to deliver the best possible outcomes for end users. The right provider will have a committed approach to customer service, digital growth and adoption in the local market.

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# A PLATFORM FOR LOCAL INNOVATION

Above all, the digital infrastructure provider should make the organisation's digital journey simple. They should make it easy to expand into a new market and deliver services to customers with little to no friction. The data centre facilities should offer the scalability to support continual transformation and the evolution of the organisation's digital strategy in the local market as well as markets around the world.

It is about providing a platform for long-term innovation and removing the limits on what can be achieved in a local market. With the right digital infrastructure provider, an organisation can grow its digital footprint seamlessly and have the freedom to grow wherever their customers are.

Whether they are a hyperscaler turning up a new Cloud Availability Zone or an enterprise launching a service in a new market, they have a trusted foundation that enables them to go beyond the traditional hubs and access new opportunities.

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# WHERE WE GO, OTHERS FOLLOW

EDGNEX is a global digital infrastructure company. Headquartered in Dubai, United Arab Emirates, it is a wholly owned subsidiary of the DICO Group.

EDGNEX is providing a foundation for local innovation across the globe and disrupting the data centre market with new speed and agility. It proactively builds, buys or partners to serve the next wave demand for data centre services.

EDGNEX identifies markets where new investment in digital infrastructure can have maximum impact on local economies, enterprises and end users.

## BOOK A MEETING:

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