

Q&A with Reed Disney, Principal- DataSite Atmosphere and Lucas Linnemeyer, Business Development Manager of Datasite Atmosphere providing Colocation Services, Cloud Services, Compute Storage, Memory Services and IT Managed Services to SMBs and Large Enterprises in Orlando, Atlanta and Boise



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CEOCFO: *Mr. Disney, what is the idea behind Datasite Atmosphere?*

Mr. Disney: Datasite is a colocation provider in three markets; Orlando, Atlanta and Boise Idaho. Atmosphere is the division that is focused on cloud services, compute storage and memory services as well as a dynamic network and other IT managed services.

CEOCFO: *Are the locations a deliberate strategy or more opportunistic? Why are you where you are?*

Mr. Disney: The strategies are slightly different at the different locations because of the different markets, but we really take a similar approach, which is to establish a world class data center that is concurrently maintainable. Datasite has

been in the business of providing colocation services for almost ten years and has focused on the foundation of critical infrastructure, power, cooling and security. More recently in the last year, 2016, I came on to focus on providing cloud services and building a platform to provide those services.

CEOCFO: *What is your definition of a world class facility and what it is about your facility that puts you in that category?*

Mr. Disney: A world class facility is one that is managed with zero down time. Our focus is on having electrical engineers, Mechanical engineers, people with Navy nuclear experience who are accustomed to dealing with large, high voltage power and focusing on concurrent maintainability and zero downtime for our customers.

CEOCFO: *Who is using your service? What is the common thread among your customers?*

Mr. Linnemeyer: Our customers range from a single rack up to custom built environments with multiple megawatts. What makes us stand out is our ability to be nimble for the customer. For example, customers utilizing our services for HPC solutions; we have recently put out a press release about Motivair's active rear door heat exchange for HPC and our ability to work with the customers custom solution. It's really about being accommodating to many different customer needs. Our market is really expansive from your SMB type of customer to the world's most elaborate enterprises.

CEOCFO: *How do you reach out and how do you stand out if someone is looking?*

Mr. Disney: I believe they find us through word of mouth. We have, again, a great base of customers. We are not the largest data center in the industry, but we are definitely known to be able to accommodate different customer needs as they come. We try to be more of a solution provider, than just a one stop, in the box solution. Outside of that, our CEO Jeff Burges is often requested to speak on panels related to data center industry, cloud industry, from Chicago, New York, Seattle, San Francisco and Dallas.

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CEOCFO: *When Datasite is helping a customer decide what they need, what goes into the mix? What might you look at about a company that less experienced data locations do not recognize as being important?*

Mr. Disney: I would start with saying that we want to know about how they operate their company and we want to be a partner with them in doing so. We are interested in their IT operations, their necessity for compliance with whatever regulations they may have to comply with; whether it is PCI or HIPAA or any other government compliance or industry compliance audit that they might have to do. We really want to lead them through the process of how that is going to happen. We have a very hands-on partner like approach to our customers.

CEOCFO: *Do you find that overall your customers appreciate that or do you come across people who say, "Just get it done; I do not necessarily need to think about the details?"*

Mr. Disney: In my fifteen years of experience I have yet to have a customer say, "No, I do not need the details." There are customers that are more stand alone and have their own compliance people or their own IT management and have the experience. However, part of what we are is being able to see that and we do not get in people's way. We do not want to trip them up. We just want to be here to help. We make that available to them, but we do not push it on anyone. I have never had anyone take offence or back away from assistance.

CEOCFO: *Would you tell us about Datasite Atmosphere?*

Mr. Disney: Atmosphere's first priority has been to deploy the BGP "blended" network in the facilities and we have accomplished that. Therefore, we are able to provision redundant high speed network verses layer one network connections that we provided to our customers in the past where we merely cross-connect to telephone carriers. We have now become a telephone carrier with a blend of uplink carrier peers which will continue to expand. Therefore, we are now able to bring the know-how and the engineering to the customer and hand off a fiber optic cable or redundant fiber optic cables for their network instead of them having to do that themselves. It is an extension into IT managed services. That has been our first-priority. We are also setting up a Hyper converged Cisco UCS platform for compute and storage. That has enabled us to provide any kind of storage platform. Our initial one is the Cisco HyperFlex, which is all SSD data storage and superfast. However, we are able to provide any kind of storage platform to the clients as well, today.

CEOCFO: *Why now? Why was this the time?*

Mr. Disney: We had customer demand. We had customers that had done their own work with telephone providers and done their own BGP (Border Gateway Protocol) networks. More and more across our customer base we were getting requests to do it. We decided that it was time to go into IT managed services side. It has been good for us. It allows us to write more of the whole solution. The other thing we are doing is leveraging software defined networking (SDN), so that we can allow customers to connect with their other cloud providers. Whether it be AWS or Azure, we are finding that most of the colocation customers or data center customers in the mix are really hybrid customers and they want cloud services along with their installed hardware platforms and we want to be able to enable that.

CEOCFO: *The tagline on your site is, "The fortress for the digital world". How do you address both physical and cyber security?*

Mr. Linnemeyer: To start, it is really the basis of how Datasite really felt they needed to focus on the original platform. Prior to ten years ago, it was just customers really wanting to make sure their data was secure. Coming in 2007-2009, customers really started to migrate out of their own on-premise locations to make sure they were putting it somewhere that they felt the data was physically secure; somewhere they felt that they could, quite literally, take their own physical hands off of. DataSite wanted to set our sites apart by saying, "Make sure we are meeting ALL compliances." Federal Information Security Management Act (FISMA) high standards, PCI compliance, and HIPAA compliance are a few of the compliance standards we follow. Atmosphere is the next layer for "The fortress of the digital world" by providing best in class network and cloud solution in a place where a customer can trust their data won't be breached.

Mr. Disney: I would add that our security strategy is conventional. We start with a perimeter fence that has barb wire and razor wire. We have limited access gates that are only opened by our security people with camera visibility and audio connection to whomever is trying to enter. We have a locked front door that again, is only opened by our security people. Then we have our procedures inside where we check every single identification, including our own employees on a regular basis as they come and go. Therefore, it is really the combination of physical security infrastructure, people security infrastructure and the logical infrastructure and that goes all the way to our practices and procedures in accessing our critical network and routers and switches and servers.

CEOCFO: *Is cost a big factor for your customers or does quality trump cost?*

Mr. Linnemeyer: I would say that they really go hand in hand. If you have a solution that the customer is after and it will fill their need, cost becomes something of lesser value to them. However, I do not think that any customer evaluates a potential transactional solution not thinking about the short and the long term costs associated. Therefore, it is really putting the two together to make sure you have a solution or a product in place that customers are looking for, but you have to be competitive.

CEOCFO: *What surprised you as you started involvement in Datasite Atmosphere?*

Mr. Disney: One of the things that surprised me is there is a discussion in the marketplace that everyone is going to the cloud and what are colocation providers going to do next and what are you doing to sort of defend yourself against this trend. Really, we are not seeing that. We are seeing, as I mentioned before, that people are doing the hybrid solution. However, of the handful, two or three, maybe four customers that we have had at Datasite try to go to the cloud; they have either changed their mind mid-stream or they have gone to the cloud and then come back, for cost reasons, for compliance reasons, for security and control reasons. They have come back to establish themselves with us in a colocation environment again and maybe still have that hybrid solution. So, surprisingly no one has gone to the cloud and stayed there in our experience.

CEOCFO: *Why choose Datasite?*

Mr. Disney: Datasite is a long established, well managed colocation center that is focused on the actual electrical and mechanical infrastructure and security for its clients. It has now been able to add cloud services to round out the solution and to allow customers to provide their home solution inside the walls of Datasite or using any resources that they so desire on a global basis.

Mr. Linnemeyer: Datasite has really started focusing for a number of years on HPC (High Performance Computing). I think it is something that clients and potential prospects across the U.S. and Internationally are looking to do; high compute. It is something that Datasite does very well and has years and years of experience doing; furthermore, we can provide these solutions across all of our locations.

Mr. Disney: We have different advantages in each of our sites. We have a big footprint in central Florida where we had done a couple HPC solutions very specific to the super computer solution that the customer wanted to install and where we constantly customize our solution to that. We have a redundant water-cooled solution. As Lucas Linnemeyer mentioned earlier the Motivair Solutions for 20kW plus per rack power loads, and in Boise, we have what we call the

trifecta of value, which is the very inexpensive electrical power, we have a great environment for free cooling, so we are able to give that advantage to our customers and we also have almost no natural disasters here. In Atlanta we have amazing connectivity to 56 Marietta, we have dark fiber connection and we are able to provide just different solutions to our customers that are somewhat local, but based on our footprints it is really advantageous across our national footprint.



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