

Out with the old, in with the new: Strengthening our digital future through colocation



Ian Cottingham
Director, Mobile Network Operators,
BT Wholesale

The epicentre of connectivity lies within the datacentre. These hubs of data and digital interactions are vast, climate-controlled, highly secure environments fuelled by uninterrupted power supplies. Traditionally perceived as expansive out-of-town developments, we now have a unique opportunity to bring them into urban areas by transforming historic long-term strategic exchanges into colocation hosts.

This reinvention not only breathes new life into old infrastructure, but also stitches together a resilient digital fabric for the future.

The power, space, security and compliance dilemma

Maintaining resilient datacentres demands significant energy, investment, expertise and space. This can be especially burdensome for small and medium-sized enterprises (SMEs) that may only initially need a small estate but have the desire to expand. These requirements are not only costly but also complex, involving stringent security measures and compliance with ever-evolving regulations.

Colocation services present a highly secure and scalable alternative. By renting datacentre space as needed, organisations can circumvent the prohibitive costs and complexities associated with owning and maintaining their own facilities and technology stacks. This model allows businesses to focus on their core operations while leveraging the infrastructure provided by colocation providers.

The benefits of colocation: scalability and reliability

Colocation offers several advantages that make it an attractive option for businesses of all sizes.

It is cost-effective and scalable. By sharing the infrastructure with other tenants, it can significantly reduce capital expenditures. This is particularly beneficial for SMEs, which can start small and scale as their needs grow, without the need for substantial upfront investment.

Reliability is also a significant advantage. Colocation centres are designed with robust redundancy and disaster recovery measures to ensure continuous operation. This high level of reliability is essential for businesses that rely on uninterrupted access to their data and applications.

Repurposing old internet exchanges

One of the most innovative aspects of colocation is the potential to repurpose historic long-term strategic exchanges.

These historic buildings, once at the heart of the UK's communication infrastructure, can be transformed into modern colocation centres. This approach not only preserves the architectural heritage of these sites but also makes use of existing infrastructure in a sustainable manner.

Transforming old internet exchanges into colocation centres has a positive impact on the environment too. By reusing existing structures, we reduce the need for new construction, which in turn reduces the carbon footprint associated with building new datacentres. This aligns with the UK's net zero goals and contributes to a more sustainable digital future.

Moreover, these urban colocation centres can bring data closer to the end-users, reducing latency and improving user experience. By strategically placing their datacentre operations within major internet exchanges in densely populated areas, businesses can better manage seasonal spikes in traffic and ensure faster, more reliable connections for their customers.

Creating a robust digital fabric for the future

Colocation services play a crucial role in creating a robust digital fabric that supports the UK's position as a global connectivity leader. By providing businesses with flexible, scalable, and reliable datacentre solutions, colocation helps drive growth and innovation across industries.

A robust digital fabric is essential for the UK's economic growth. It enables businesses to operate more efficiently, innovate more rapidly and deliver better services to their customers. This, in turn, drives competitiveness and supports the broader economy.

The transformation of historic internet exchanges into colocation centres presents a unique opportunity to stitch together a resilient digital fabric for the UK. This approach not only addresses the power, space, security and compliance challenges faced by businesses, but also offers significant benefits in terms of cost efficiency, scalability and reliability. By threading the needle between old infrastructure and future demands, colocation services help ensure that the UK remains at the forefront of global connectivity.

Our Colocation Services offer bespoke solutions, tailored to the needs of your business.

Speak to our team today to find out more.

Contact us

Call: **0800 671 045**

Email: clientreception@bt.com

Visit: btwholesale.com/colocation-services

Follow: linkedin.com/company/btwholesale

Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. © British Telecommunications plc 2024. Registered office: 1 Braham Street, London, E1 8EE. Registered in England No. 1800000.

October 2024

