

Executive Overview

Headquartered in Dallas, Centersquare specializes in delivering a comprehensive suite of colocation and data center services. Prioritizing connectivity, security, and redundancy, Centersquare is at the forefront of meeting the rigorous demands of today's digital transformation efforts. Catering to a diverse clientele, ranging from mid-sized enterprises to large web-scale businesses, Centersquare not only ensures compliance with industry regulations but also guarantees 100% uptime. <https://centersquaredc.com/>

Product & Service Offerings

Centersquare offers:

- Colocation/data centers
- AI/ML solutions
- Interconnectivity
- On-demand infrastructure
- Public cloud on-ramps
- Private cloud connectivity
- Ecosystem of NSPs, technology service providers and cloud on-ramps
- Enterprise bare metal
- Global footprint
- Regional zones
- Marketplace and Partner Ecosystem

Sales Engineer Take On Best Fit

Should be considered for every single domestic colo deal. High density and flexibility are strengths of CenterSquare. Their sales and engineering teams are top notch.

They will get very creative and flexible. Super responsive.

86 NPS Score is insane.

Chip Hoisington

Vice President of Engineering: Connectivity, Colo & Wireless

Key Features & Differentiators

Colocation

With 72 data centers in 26 key markets, we provide the massive scale you need, with local presence in critical markets.

- 400 MW of power
- 3.5 MM square feet of space
- 26 markets
- 10/10 top data center markets
- 50K+ cross connects
- 100+ MW expansion capacity

Centersquare Digital Exchange™

- Fast, agile connectivity to optimize your infrastructure.
- Flexible, software-defined platform, simplifies and enhances connectivity across multiple environments, accelerates provisioning, and improves network performance within and beyond the data center for our colocation customers.

Software-Programmable Interconnection

- Secure, direct cloud access via Centersquare Cloud Connect
- Additional, low-latency direct connections to all leading cloud providers
- Predictable costs and billing

Top Industries Served

- Financial Services
- Healthcare
- Media & Entertainment
- Other

Ideal Customer Profile

IT Infrastructure Managers

- CIO/VP/Director Information Technology
- VP/Director Infrastructure/Data Centers -Interested in addressing vendor management, network resiliency, network complexity, connectivity, scalability, compute management, capacity, time to deploy, centralization of infrastructure, provisioning management, security, hybrid IT

Cloud and Network Engineer/Architect

- CIO/VP/Director Network Engineering/Architecture

- VP/Director Cloud Architecture

- Interested in addressing network flexibility, egress costs, latency to end customer, security, governance/control, multiple platform management, vendor management, scalability, solution complexity, migration, compliance, performance

Qualifying & Technical Questions

1. What is your current data center approach/strategy?
2. Have you had any outages or issues lately? Are you outgrowing your data center space and power?
3. Where are your users/IT staff/customers?
4. Do you have a DR site?
5. Do you have workloads in public cloud?
6. Are you experiencing rising costs and unexpected budget overruns?
7. Do you have equipment nearing end-of-life?
8. Are the long times to deploy new infrastructure inhibiting your business agility?
9. Are you trying to develop a strategy for AI workloads?

Elevator Pitch

Centersquare empowers your business with enhanced data center solutions. Centersquare offers the speed, scale, and agility your business demands - without compromising on performance, sacrificing control, or diluting profit margins

Objections & Rebuttals

IT modernization is complex and difficult to orchestrate

Centersquare's on-demand provisioning enables customers to deploy, configure, and optimize a complete environment with a few clicks, and the Exchange fabric enables direct app and data migration.

I don't want to do anything now. Tech refresh every 3-5 years is demanding too much of my budget and resources.

Centersquare's XaaS solutions give customers the power to upgrade a dedicated, fully controlled environment simply by provisioning new resources via web portal or API and migrating their apps and data.

How will I be able to monitor network reliability in your data center?

Each of Centersquare's data centers provide 24/7 technical support and industry-leading performance, including 100% uptime SLAs and a minimum of N+1 redundancy.