

Executive Overview

- Enterprise colocation, cloud, interconnection, and managed services provider headquartered in Dallas, TX
- Multiple Uptime Institute certified Tier III data centers across 28 metros with flexibility for scale
- Best practice security and compliance solutions based on NIST SP 800-53 Rev 5, including FedRAMP/FISMA, StateRAMP, SSAE 18 SOC 2, PCI-DSS, HIPAA/HITECH, GDPR, ISO 27001 and more.
- The DataBank Portal gives customers a single point of control and complete visibility for their hosted infrastructure with reporting, management features, and functionality
- Proactive U.S. based services fully transparent in advanced Customer Portal including compliance audit support and reporting

Product & Service Offerings

- **Colocation** - 68+ data center sites available in 28 strategic markets throughout the US with an additional facility in the UK
- **Cloud** - IaaS, PaaS, Compliant Cloud (including FedRAMP, HIPAA, PCI, and more), and Hybrid
- **Storage-as-a-Service (STaaS)**
- **Cloud Backup**
- **Cloud Recovery (DRaaS)**
- **Managed Hosting**
- **Managed Security** - Managed Firewalls, VPN, DDoS Mitigation, Managed IDS/IPS, Web Application Firewall, Vulnerability Scanning, Log Management, File Integrity Monitoring, Two-Factor Authentication, Managed Anti-Virus, Patch Management, Monitoring, and single-pane-of-glass Enterprise Portal for visibility and Control.
- **Compliance Enablement** - FedRAMP/FISMA, HIPAA, PCI, SSAE-18, GDPR, ITAR, NIST, StateRAMP, ISO 27001, and more

Sales Engineer Take On Best Fit

Databank has an extensive U.S. presence w/70 data centers in 30 markets. They deliver a full suite of colocation and hybrid IT Cloud Solutions. Their Cloud connectivity is via Megaport. They can accommodate high density racks at certain facilities. I think their flexibility in allowing spend portability is important to any client with an intent to evolve their overall strategy as they consider future requirements and business approaches. Excellent SLAs are at their core campuses as they own & control everything (i.e., land, building, software and tools). They also offer Metal, Implementation & Migration Options, plus various Pro Services.

Peter Callowhill - Director of Engineering: Connectivity, Colo & Wireless

Key Features & Differentiators

- A comprehensive suite of data center colocation, cloud solutions, and supporting managed services with a flexible, custom-tailored approach to solution design
- Carrier-neutral access to multiple carriers and interconnectivity between all DataBank sites enables data replication for Active/Active, Primary/Secondary and Hybrid Colocation + Cloud deployments
- Enterprise-class cloud infrastructure designed for production workloads, business-critical data and applications, reliability and performance
- Security & Compliance – FedRAMP/FISMA, StateRAMP, SSAE-18 SOC2, PCI-DSS, HIPAA, GDPR, ISO 27001, and much more. DataBank takes ownership of up to 80% of compliance controls, where other providers may only provide as little as 10%.
- Partners with leading-edge technology companies, including Dell, Zayo, Cisco, VMware, Veeam, Microsoft, Juniper, and RedHat to incorporate best-of-breed technologies into our solutions, and to ensure a high level of quality, service, and security

- 24x7x365 On-Site Technical Support and Security (Proactive 24/7/SOC/NOC for PaaS)
- Customer Portal which shares data into information for customer visibility.

Top Industries Served

- Other

Ideal Customer Profile

Data Centers / Colocation:

Any customer with a physical IT environment (server closet, server room, on-site/private data center, colocation with another data center provider).

DataBank's Universal Data Hall Design ensures we are well equipped to accommodate a wide range of needs, including high performance computing (HPC). The base design incorporates slab flooring with perimeter cooling, which is ideal for large hyperscale deployments. For high-density locations, technologies like rear door heat exchangers or direct-to-chip cooling can be provisioned with minimal effort. If clients require a more traditional enterprise deployment, DataBank can easily add raised flooring to accommodate varying cabinet sizes, layouts, and other options. This universal approach provides the agility our clients require today, and well into the future.

Cloud:

DataBank's Cloud is designed for customers with an existing IT department that want to move away from owning the hardware, and for customers who are ready to move to the Cloud, but need more control than what a fully managed solution provides.

Our self-managed cloud solutions are specifically designed and engineered for customers that want to maintain control and management of their systems but don't want to continue to invest in and maintain expensive and complex hardware. Self managed cloud facilitates agility allowing customers to leverage Databank cloud and storage resources without the traditional overhead and lead times needed to procure, install and operate a large-scale cloud platform. Databank can quickly provision resources connected to existing customer environments, then expand instantaneously and almost infinitely as needed given organizations access to cloud, network, and storage resources necessary for any workload.

Managed Cloud:

DataBank's Managed Cloud is specifically designed for the customer who wants to eliminate the need to purchase, maintain and manage their own IT hardware, Windows and Linux operating systems, and licensing. With our Managed Cloud solution, DataBank provides all the necessary compute, network, storage, and OS management resources. This frees up your customer's IT resources to focus on the tasks and applications that support their business.

FedRAMP Cloud:

U.S. Federal government agencies, contractors that work with the federal government, and contractors that aspire to land federal government contracts all need to be FedRAMP compliant. But the benefits of FedRAMP compliance are not limited to just federal government agencies and their contractors. Organizations that need to meet standards for other federal compliance programs including FIPS 140-2, DoD SRG, ITAR, CJIS, DFARS, IRS-1075 Encryption Standards, and more, can benefit from a FedRAMP cloud. State and local government agencies can also benefit from FedRAMP compliance enablemen

Qualifying & Technical Questions

Data Centers / Colocation

1. Where are you collocating/hosting your [infrastructure, application, workloads] today?
2. Are you able to meet all of your security and compliance requirements?
3. Would outsourcing the day-to-day management of your data center and/ or hardware infrastructure help you focus on your core business? Save on CAPEX or OPEX?
4. Do you have any network issues that could be solved by centralizing your network and hosting your critical applications in an enterprise class data center?
5. How confident are you in your Disaster Recovery plan?

Listen For These Comments:

I have aging infrastructure and I am considering a hardware refresh

Would it be better to move my applications to the cloud?

My data center recently had an outage. I am looking for a more stable and resilient location

I need flexible resources to support our application development cycle - it would be great if we could add compute and storage resources on demand

My server environment draws a lot of power, I need a data center that can provide enough power for my high density design without making me buy way more space than I require

I need a provider that will give me the flexibility to deploy my infrastructure needs as I grow

Cloud

1. Where and with whom is the infrastructure hosted today?
2. Have you had experience hosting with other providers, who?
3. Tell me about that experience/Why are you shopping?
4. Price aside, what are you hoping to gain?
5. What are you getting from your current provider that you like/want (and don't want)?
6. If you had to separate business reasons vs. technical what would those be?
7. Have you or the senior management team placed priorities on any of these items?

Managed Cloud

1. Does your team spend an excessive amount of time handling day to day IT admin?
2. Do you have the bandwidth and resources to consider new technology strategies and options to future proof your business?
3. Are you considering migrating to the cloud?
4. Is it time for a hardware refresh?
5. Are you challenged with legacy and disparate applications and business systems?
6. Have you had issues with Uptime?
7. Do you have more work than your staff can handle?
8. Do security concerns keep you up at night?
9. What are your compliance mandates for your environment?
Is your team experienced with cloud migration and cloud architecture?

10.

Elevator Pitch

DataBank is the only one-stop shop that provides compliant cloud and colocation solutions backed by our network of 68+ data centers, providing 3,000,000 square feet of data center space, in 28 metros, throughout the U.S. Our continued 20% YOY growth for the last 20 years, has enabled us to provide our services to over 5,000 companies. DataBank has been FedRAMP certified for 10 years and is also certified in HIPAA, PCI-DSS, PrivacyShield, ITAR, NIST 800-53R4, and SSAE, ISO 27001, and StateRAMP. DataBank is well-capitalized with four securitizations in the past three years. This positions us to continue building and expanding into new markets across the U.S. to continue to meet our clients evolving and growing needs.

Objections & Rebuttals

I am considering AWS or Azure

Do you have any Security or Compliance concerns? Did you know AWS and Azure are self-service environments? Do you know there is no SLAs for hyperscalers?

I am considering AWS or Azure because of cost

- Hyperscalers have additional ingress and egress charges for bandwidth
- With the exception of development workloads, I bet they are not less costly
- Private Cloud deployments tend to be more cost-effective for your consistent workloads – and more secure as well
- You also get an SLA with Private Cloud, so you should be able to overcome any price difference through uptime guarantees.
- AWS is a great platform, but it's not necessarily cheaper. If you want more than a message board for support, you're looking at a minimum of \$10K a month
- AWS is excellent at giving you toolsets, but you and your team must manage them
- You can't do a hybrid environment
- It's like going to Home Depot versus getting an architect, a GC, subcontractors, and designer

What about compliance and security?

DataBank's staff is highly trained using leading-edge technologies and industry best practices to ensure the integrity and security of all our solutions.

DataBank undergoes multiple rigorous annual audits, including SSAE-18 SOC2, PCI-DSS, HIPAA, and FedRAMP, to ensure our facilities and cloud platforms meet the highest compliance levels. We also provide assistance to support customer audits, as well as meet the requirements of various industry-related regulatory compliance standards. And we have a full staff of security engineers underneath a Chief Information Security Officer.

I'm not sure about performance in the cloud...

All DataBank cloud solutions are built on enterprise-class equipment and leading-edge technologies, designed, deployed and managed to enable the levels of reliability, performance, and uptime to meet any requirement.