



Why choose a Charlotte data center?

Reliable, low-latency networks and interconnections are becoming even more critical to Atlanta as organizations increasingly use multiple clouds, distributed and edge workloads, and more heavily rely on digital engagement with their ecosystems.

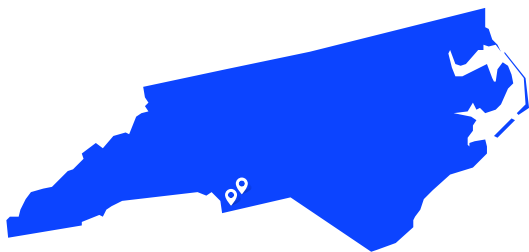


A growing data center market

Charlotte is one of the fastest-growing cities in the US. Its thriving economy is driven by a healthy mix of promising startups and established businesses, including Fortune 500 and Fortune 1000 organizations like Bank of America and Wells Fargo.

The low labor and energy cost and minimal corporate tax rates in North Carolina make it an attractive location for business — the state consistently ranks near the top of Forbes' Best States for Business List. Charlotte boasts a mild climate and is rarely affected by Atlantic storms that sometimes affect the state. A highly educated workforce, a growing population and easy access to international airports round out Charlotte's appeal.

Charlotte is currently home to multiple data centers, including colocation, cloud, disaster recovery and business continuity facilities.



Why Charlotte?

- ✓ The current **metro area population** of Charlotte in 2023 is 2,267,000, a 2.86% increase from 2022
- ✓ **Duke Energy**, a Fortune 150 company headquartered in Charlotte, is one of America's largest energy holding companies
- ✓ **Charlotte ranks eighth among the 50 largest metro areas** in the US for gross domestic product growth at 2.5%
- ✓ While North Carolina often gets hit by hurricanes, Charlotte is located far enough inland to avoid the worst of it, and the area is considered **low risk for other natural disasters**, including earthquakes, fires, and tornadoes
- ✓ With a 2.5% and falling corporate tax rate, North Carolina is continually **ranked one of the best business climates** in the United States

Optimizing network performance and connectivity

Today's marketplace is an unforgiving one in which enterprises face complex demands and IT performance can drive success or precipitate failure. Reliable, low-latency networks and interconnections are vital to daily operations and your ability to deliver positive user experiences.

These three factors can help you optimize network performance and connectivity:

1. Improve response times

Users' patience with slow connections and poor application performance is lower than ever. Responsive connections that deliver a seamless customer experience are essential for any organization.

Moving workloads closer to end-users can improve traffic routing by reducing latency and eliminating congestion points that negatively impact application performance. Regionally distributed, small edge deployments can access storage and services closer to where they need to be to accelerate processing and handling.

2. Deliver a consistent experience

The majority of the time, responsive, low-latency connections are not enough. Today's users demand a reliable, consistent experience they can depend on — wherever they may be.

Standardizing connections between data centers, public and private cloud environments and telecommunications services based on user density can help deliver predictable, repeatable experiences for every person accessing your applications. Extend security solutions to the edge to decrease the risk of disruption or downtime.

3. Increase reliability

Eliminating single points of failure that could negatively affect the user experience is a vital step toward improving network reliability and optimizing performance.

Granular control over the provisioning and consumption of resources can help ensure you meet workload and application requirements. Network redundancies can reduce the risk of disruptions and safeguard your connectivity against outages, disasters and attacks.

Tailored colocation solutions in Charlotte

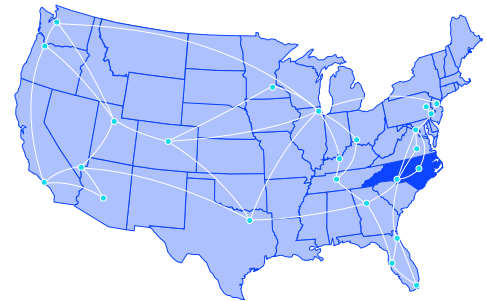
Headquartered in Charlotte, the two Flexential North Carolina data centers in Charlotte and Raleigh offer enterprises scalable, secure and compliant hybrid IT solutions for business-critical workloads, backed by multi-faceted recovery plans to ensure continuous operations.



- **Improved reliability** on public cloud connections
- **Fewer single points of failure**
- Connections to a **network of 40+ data centers** across the US
- **A strategic partner** for improving response times
- Security and technical **staff on-site 24/7**
- Redundant, **automatically rerouted connections** ranging from 10 Mbps to 40 Gbps
- 100 Gbps **network backbone**, scalable to 400 Gbps
- **Professional services** including migration, security and risk management, assessment and audits, performance and network architecture support and remote hands

Connect to a superior national platform

Flexential has data centers in two business districts of Charlotte that offer secure and reliable hybrid colocation and disaster recovery. With our private 100 Gbps network backbone, we are your strategic partner for improving response times, providing a secure and reliable network, and improving reliability to public cloud providers to give your end users better performance and reduce single points of failure on the network.



Learn more about the benefits of Flexential colocation

We offer secure, highly efficient data center colocation hosting services that flex to meet your organization's evolving needs. Download a guide or request a visit to learn more.

Take a tour of any of either Flexential Charlotte data centers today!

Get a free, no-obligation review of your colocation requirements from a Flexential specialist.

Call 888-552-3539 or email sales@Flexential.com