



**Data Center Track:**



# **Why Two is Better than One in Your Data Center**

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**Vice President of Marketing**

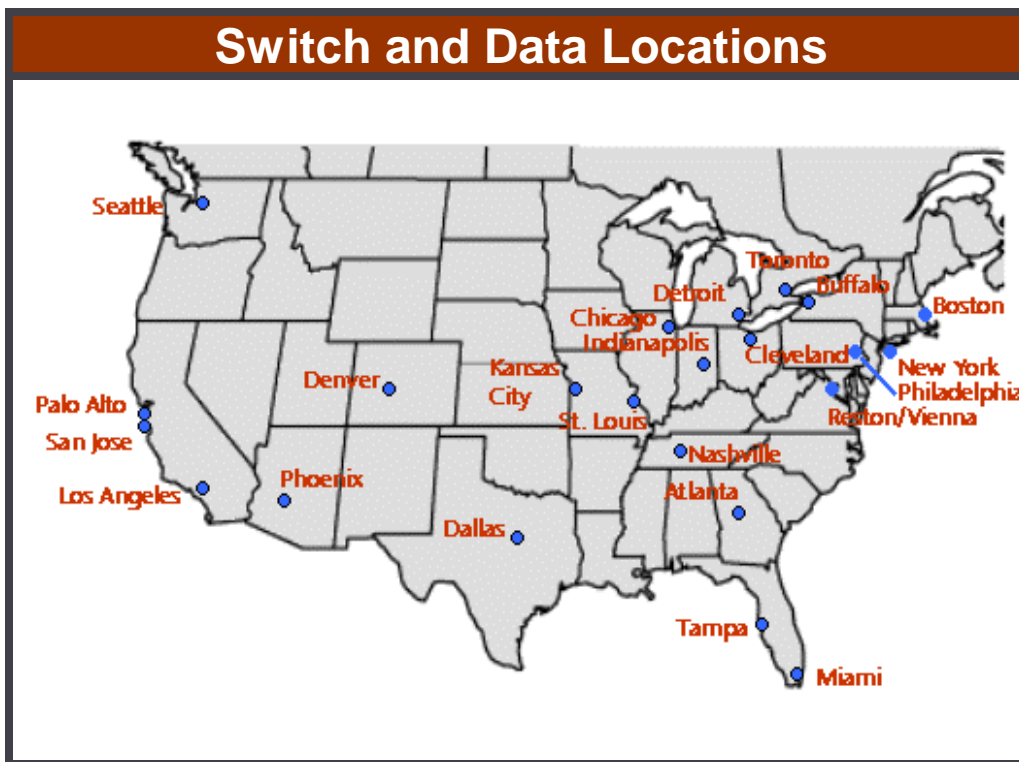
**Switch and Data**

**May 11, 2004**



# Switch and Data Profile

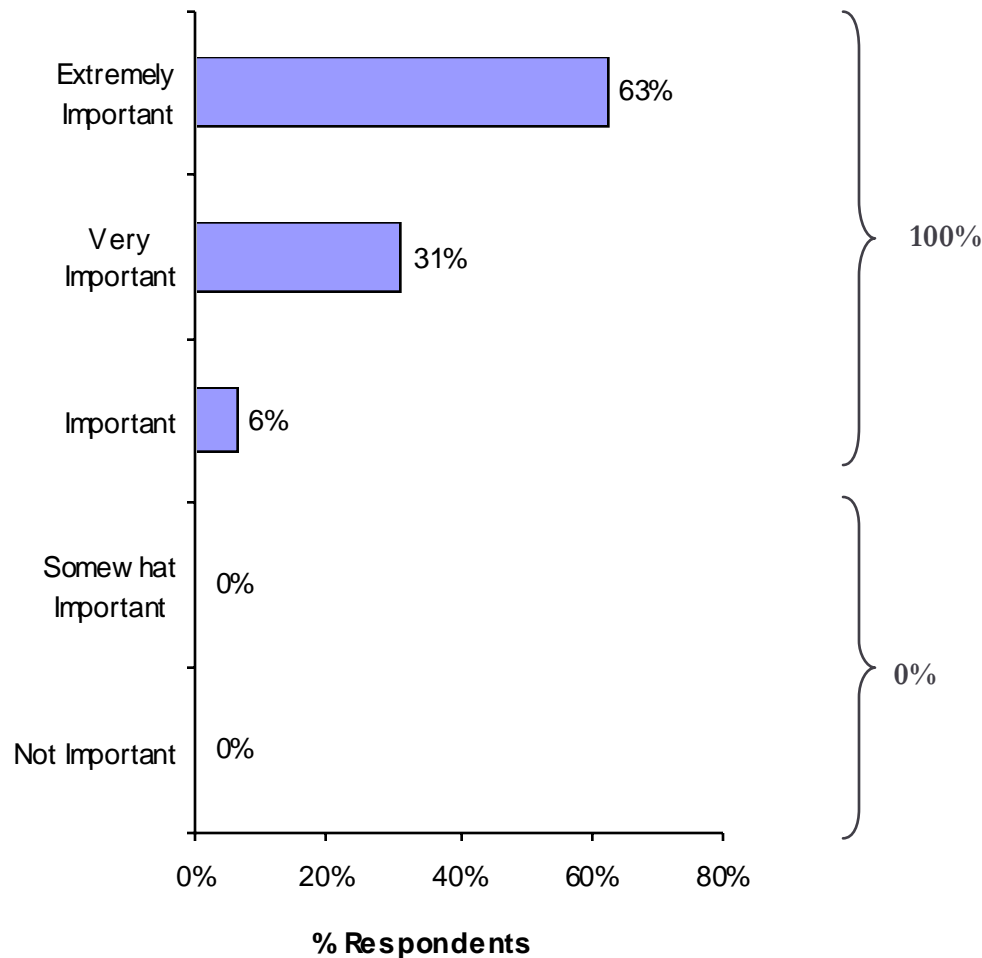
Switch and Data provides neutral interconnection, colocation and Internet exchange services to network-centric and service providers and enterprises



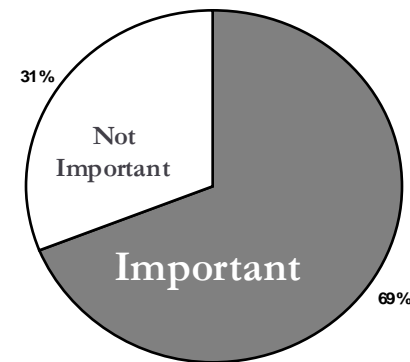
- 31 sites/23 markets
- Over 650 customers
- 340+ unique networks
- Greatest Density of Internet Networks - Operates the largest commercial Internet exchange point in the world
- Over 200 public peering participants
- EBITDA positive since December 2001
- Free cash flow
- \$87 million annualized run rate revenue – March '04

# ... because security is the Leading Concern Among Enterprise Customers when Considering 3<sup>rd</sup>-Party IT and Communications Service Providers

*- Importance of Secure, High-Quality Facilities -*

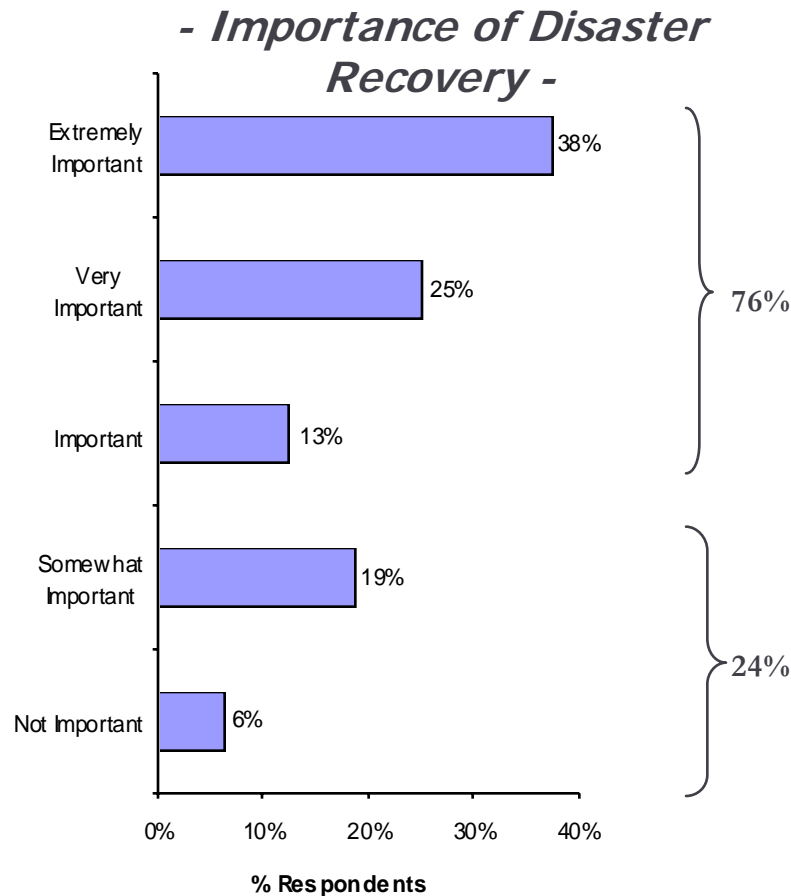


*- Importance of Choice of Carriers – (% respondents)*



Source: Company surveys, ADVENTIS analysis

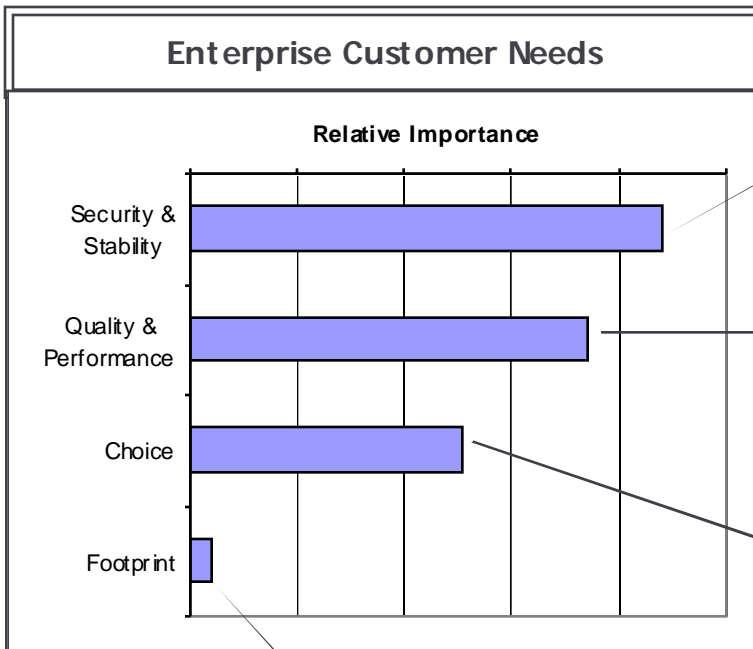
# Why is Choice and Redundancy Important to our Customers?



**More Than 75% of Enterprise Customers View Disaster Recovery as a Vital Component of the Colocation Value Proposition**

*Source: Company surveys, ADVENTIS analysis*

# What's important, when outsourcing?



Source: Company surveys, ADVENTIS analysis

- National footprint instills security
- Primary and Back-up reliable provider

- Products and services they can count on – **full redundancy of power elements**
- View colocation as component of disaster recovery plan
- Expect quality and performance from both **interconnection and colocation products**
- **Expect choice** of Carriers and Internet Service providers
- **Require choice** of services/customizable managed services



# Thank You.

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