

An aerial photograph of a solar tower power plant in a vast, arid desert landscape. The plant features a central receiver tower surrounded by a dense field of heliostats (mirrors) that reflect sunlight onto it. The background shows rolling sand dunes and distant mountains under a clear blue sky.

Global Hyperscale Trends

Enabling the new era of business

This guide explores the global business trends we are seeing in an evolving business landscape. It highlights the importance of hyperscale data centres, and outlines the advantages of working with an experienced hyperscale data centre partner to succeed during a time of change.

Introduction: Accelerating the future

With every year that passes, the need for businesses to be flexible and adaptable grows more important. Whether it's reacting to economic fluctuations, seasonal demand or unforeseen 'black swan' events, businesses that adapt the fastest stand the best chance of not just surviving, but succeeding in both the short and long term.

This flexible business model, which companies are increasingly aspiring to, extends across the entire organisation, including the way people work. Catalysed by the pandemic, there has been a huge rise in home working. In fact, **over 20% of the global workforce**¹ could work remotely for between three and five days a week. This would increase the number of people working from home fourfold compared to before the pandemic.

These physical changes will be underpinned by something we cannot see, but which is increasing at an exponential rate year-on-year: data. In the last ten years, the total volume of data generated and consumed has increased globally from **two zettabytes in 2010 to 59 zettabytes in 2020**². This number is expected to rise to 149 zettabytes by 2024. To facilitate this growth, hyperscale data centre solutions, which enable flexible storage of petabytes' worth of data will take centre stage. It will allow companies to grow like never before.

¹ <https://www.mckinsey.com/featured-insights/future-of-work/whats-next-for-remote-work-an-analysis-of-2000-tasks-800-jobs-and-nine-countries>

² <https://www.statista.com/statistics/871513/worldwide-data-created>

Why hyperscale data centres?

As the world of business continues to change and disruptions occur with increasing regularity, hyperscale data centres can help businesses to become more:

Scalable

Owing to their size, hyperscale data centres offer a huge amount of space for data storage, transmission and processing. For businesses that are continuing to grow and, by proxy, increase the amount of data they are using and storing, the ability to scale up their platform quickly is key. This will enable them to provide the same quality experience for their customers, irrespective of the demand volume they are experiencing. In an increasingly online world, this will be crucial.

Flexible

Sometimes, scaling down can be just as important as scaling up. During economic hardship or troughs in demand, businesses do not need to run at full capacity.

Instead, hyperscale data centre solutions enable them to reduce the amount of data they are storing and processing, as well as the associated costs. Hyperscale data centres enable businesses to do this without altering their cloud infrastructure. As a result, hyperscale data centres enable businesses to scale their operations up or down at very little cost.

Why hyperscale data centres?

Cost efficient

Purchasing space in a hyperscale data centre allows companies to pay only for the storage space they actually need. This eliminates a huge amount of cost compared to building and operating your own facility. In fact, outside of the cost for the initial build of a data centre, the capacity required to run it accounts for between **70-80% of the total outgoings**³ – and this is constant. By purchasing space in a hyperscale data centre facility, companies don't have to pay these fees, as the provider will fund the management of the data centre and all infrastructure upgrades.

Connected

Hyperscale offers cost-effective and resilient solutions that connect enterprises to their business-critical workloads hosted in the hyperscale data centre. For international businesses with employees dotted across the globe, this allows for global cooperation between employees and removes the necessity for both travel and labour mobility.



“ Many organisations are turning to hyperscale data centre solutions to plug the gap in their services, meet rising demand and gain a strategic foothold in new and fast-growing markets.”

Quy Nguyen
VP Global Accounts
and Solutions, Colt DCS

Why now?

The benefits of hyperscale data centres are clear. With the industry growing rapidly, many businesses are already leveraging their capabilities. However, for other companies, the question will be: why now? The answer to this question lies in the business trends we are seeing, which are well underway:

New ways of working

Many businesses have proven that working from home is viable and, in some cases, a preferable way of working. In fact, across the globe, many workforces could dedicate approximately **30%**⁴ of their time working remotely without losing productivity. Not only will this reduce the need for office space, cutting costs in the process, but employees will increasingly expect to have this option to work from home. To provide this and ensure that employees really can work just as effectively from home, hyperscale data centre solutions will be paramount.

Technology-driven resilience

If recent history has proven anything, it's that business resilience is key. An inevitable part of business is having to sometimes deal with disruptions that cannot be avoided. These can be economic, geo-political or socio-economic. The COVID-19 pandemic demonstrated that technology-driven resilience allows companies to overcome these disruptions. Technologies such as AI, machine learning and computer vision allow businesses to generate insights and problem solve quickly and effectively. These technologies require data-intensive workloads, though, especially if you want to scale them out across the entire business. This is something which can most effectively be achieved through hyperscale data centres.

Digital acceleration

Finally, businesses are experiencing a keen digital acceleration. In 2020, one retailer even saw customer digital adoption **leap forward by five years**⁵ in the space of just five months. In 2021, **30% of businesses**⁵ will continue to accelerate their spend on cloud, a number which will only increase as the years go on. Hyperscale data centre solutions accentuate all the benefits that cloud provides: storage space, flexibility and ability to innovate at scale with the reassurance of added physical layers of security. Businesses that are serious about digital acceleration should look no further than hyperscale data centres.

⁴ <https://www.mckinsey.com/featured-insights/future-of-work/whats-next-for-remote-work-an-analysis-of-2000-tasks-800-jobs-and-nine-countries>

⁵ <https://go.forrester.com/wp-content/uploads/2020/10/Forrester-Predictions-2021-EMEA-1.pdf>

Why partner with Colt DCS?



Scale & power

Our hyperscale facilities provide businesses with total freedom to scale up or down, depending on their needs in the moment. Providing IT power in megawatts, Colt DCS data centres provide a huge amount of power at the most effective storage densities.



Sustainable

We are continually striving to be environmentally and socially responsible by using renewable energy where possible to power our data centres. This not only helps us to achieve our own sustainability goals, but also our customers to achieve theirs.



Location

Colt DCS boasts a presence in some of the world's most metropolitan cities. Therefore, our hyperscale facilities are perfectly suited to compliment and support connectivity needs across the globe.



Carrier neutral

All of Colt DCS hyperscale data centres are 100% carrier, cloud and internet exchange neutral. This provides businesses with the benefit of better cost efficiencies, optimal uptime and hybrid-cloud access available on demand.

Why partner with Colt DCS?



Stability & reliability

Colt DCS is supported by one of the world's largest financial investment organisations. The company considers every customer relationship to be a long-term investment built on customer security.



Global support and integration

Hyperscale data centre requirements often depend on teams from cross functional areas of a business, from technical design to operations and procurement. Colt DCS has access to all of this across our portfolio, thanks to support from a global project team with multi-lingual support capabilities. Customers can access the full package, from consultation, design, build, right through to operation and post-project service management.



“ The customer commitments that we have secured at our hyperscale data centre facilities is further proof that the demand for hyperscale data centre services is showing no signs of slowing down. We are excited to meet these rising demands by showcasing our continued commitment to growing our hyperscale data centre offering globally and developing tailored solutions to meet our customers' needs. As our footing in the hyperscale data centre market continues to expand, we look forward to cementing our position as a key player to watch within the hyperscale data centre industry for years to come.”

Quy Nguyen
VP Global Accounts and Solutions, Colt DCS

Conclusion

The future of business will be enabled by hyperscale data centre requirements. Businesses that want to react the fastest, connect the furthest and succeed the longest will do so with hyperscale data centre solutions. Partnering with a provider that is experienced in managing hyperscale data centres across the world can help organisations get the most out of its solution's vast capabilities. Colt DCS has the expertise, capabilities and global reach to support you in this new era of business.

Our Hyperscale Data Centre Locations

EUROPE

Frankfurt West
London North
London West
Paris South West
Rotterdam

ASIA

Mumbai
Osaka Keihanna
Tokyo Inzai Campus
(Inzai 1, 2, & 3)

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 **Colt Data Centre Services**

 **@ColtDataCentres**

 **Colt Data Centre Services**

Colt Data Centre Services provide true service and operational excellence in the design, build, delivery and operational management of hyperscale data centres and hybrid cloud solutions to our customers across Europe and Asia Pacific.

We have over 25 years of experience in operating 26 state-of-the-art carrier neutral data centres across 18 cities, offering 24/7 security and local language support.

Our connectivity and colocation solutions allow our customers freedom to plan effectively for the growth of their business, knowing

that their data centre strategy is ready for the demands of tomorrow.

#WeAreHyperscale.

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**Accreditations
ISO 27001, ISO 14001**

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