



# Why, & how, VARs & MSPs should partner for colocation services

## High demand for colocation

Colocation services are in high demand from organizations of all sizes and industries, providing significant incremental revenues and profits for value-added resellers, systems integrators and managed service providers.

This paper gives you important tips and valuable recommendations, and explains why Colt Data Centre Services could be the right colocation and cloud connectivity partner for you.

*But how do you choose the right colocation partner?*

# Global demand for colocation

As demand for IT services continues to rise dramatically, organizations in commercial, enterprise and public-sector industries are choosing to access many of those services through third-party colocation providers. In fact, global demand for colocation services is surging: Research indicates **worldwide colocation revenues will escalate from \$31 billion in 2017 to nearly \$105 billion by 2026**, a 14.2% compound annual growth rate during that time frame\*.

That makes it a great market opportunity for value-added resellers (VARs) and managed service providers (MSPs) that are looking to better serve their existing clients and become more attractive to potential customers.

VARs and MSPs are always on the lookout for new ways to improve their clients' ability to keep up with surging IT requirements. Helping customers offload their growing IT requirements to a solution that is hosted by a

reputable, reliable colocation provider and facilitated by an experienced, trusted solution provider can be mutually beneficial for all parties.

*This paper looks at the reasons why partnering with a world-class colocation services provider makes good business sense for VARs and MSPs and offers a specific recommendation on a great way to do that.*

\*"With 14.2% CAGR, Data Center Colocation Market Size and Share 2018 to Surpass US\$105 Billion by 2026," Globe Newswire, March 26, 2019

## Why VARs & MSPs should offer colocation services

For VARs, integrators and MSPs selling managed or subscription-based services, colocation is typically a foundational element in their services. For those organizations' managed services to succeed, they need a reliable platform to underpin their ability to act as a one-stop shop for end-user customers.

From the perspective of VARs, integrators and MSPs, partnering with a reputable colocation service provider is advantageous because it provides them with options; expand their portfolio, supplement their core services with new products and services or achieve additional geographical coverage.

There are many other benefits for VARs, integrators and MSPs in offering colocation services, including:

- » As a trusted supplier, incur incremental sales and profit opportunities from existing customers, by expanding portfolio coverage in services and geographical territory
- » Create another opportunity to call on prospects and existing customers that are having trouble keeping up with surging IT requirements, runaway budget expenses and an increasing number of suppliers
- » Increase the trust and confidence customers have in partners' services and support
- » With expanded portfolio coverage, make it more likely that VARs and MSPs can have a conversation with corner-office executives on IT strategy fulfillment, not just with technical buyers
- » Achieve flexibility in wholesale/reseller VAR/MSP service features and the ability to grow with them into a profitable commercial model as they evolve and take on more of the service wrap themselves, without impacting their go-to-market model.

# What solution providers should look for in a colocation services partner

**Partnering is a strategic decision, and the partner selection process can determine how successful you'll be in meeting your business objectives. This typically starts by building a checklist of requirements across four major categories of evaluation criteria: complementary objectives, business resources, technical resources and corporate resources.**

As you evaluate potential partners, be sure to objectively and thoroughly vet colocation providers on an apples-to-apples basis so you will have the highest degree of confidence in your final selection.

» **Complementary objectives.** Your colocation partner should be complementary to your business, either in service portfolio or geographical coverage, and provide the required quality value-add, resulting in a partnership that brings additional business and revenue fulfillment.

» **Business resources.** Sales leads should be near the top of your list, since your own resources to identify and close business with potential customers are likely to be limited. Key aspects in driving sales leads include marketing support and demand-creation programs, marketing collateral and sales kits (ideally ones that can be easily customized for your branding, value proposition and prospect profile), and co-selling efforts, especially in the presales stage of customer engagement. Naturally, the financial terms of your partnership are critical, so you'll want to compare discount schedules and payment plan options for clients.

» **Technical resources.** Don't hesitate to take a tour of your potential partner's facilities to assess whether they are, in fact, as "state of the art" as its marketing literature will undoubtedly claim. Be sure to ask about the colocation provider's technology refresh plans, as well as how extensive its network of facilities is (and where the

facilities are located, in order to reduce network latency).

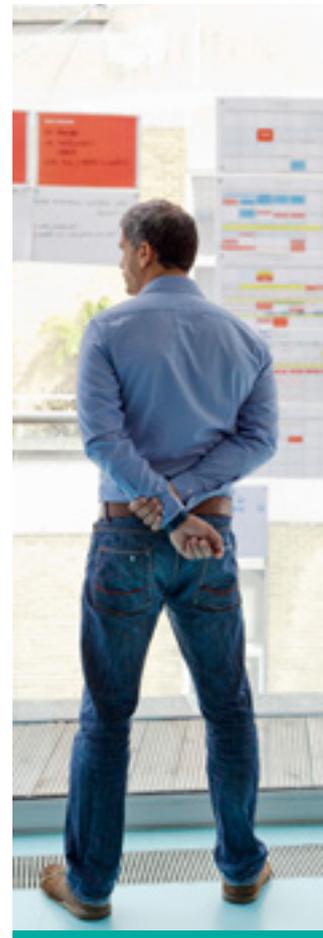
Critically important is the colocation company's own security frameworks, since its infrastructure will house your clients' most precious data. Finally, find out about its scalability limitations, as well as the breadth of its global connectivity, now and for the future.

» **Corporate resources.** As you pitch colocation as a benefit to your customers, it helps immensely to let them know you are partnering with a colocation provider with a recognizable brand presence, with proven expertise and market success

Your partner must have a global presence, with commensurate global service and support functionality, as well as carrier-neutral connectivity relationships and the willingness to operate on your behalf with sales and presales support.

Finally, your partner's own financial stability is a must, because you have to be able to rely on your colocation partner's guaranteed availability and capability for years to come.

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# Partnering with Colt Data Centre Services

**As mentioned earlier, it is particularly important to partner with a colocation services provider with an established track record that includes supporting both end-user customers and VARs, integrators and MSPs with high-quality, consistent and cost-efficient solutions.**

One organization that meets that criteria is Colt DCS, which has a long history of wholesale partnerships and offers a wide range of attractive partner programs for VARs, integrators and MSPs looking to deliver colocation services to their customers.



*Colt DCS is 100% carrier-neutral, allowing solutions providers access to private and secure connections to all major cloud platforms*

Colt DCS is set apart from competing colocation services organizations for a variety of reasons, including:

- » It offers a **flexible engagement model for channel partners**, ranging from a full reseller relationship with referral fees only to commercial models based on full wholesale, with flexibility to meet a solution provider's unique needs and business strategy.
- » It recognizes that colocation has always been a catalyst for **helping its partners sell more services**, expand their value to their own customers and reap considerable economic benefits without necessarily incurring substantial new costs.

Colt DCS's wide range of connectivity vendor relationships facilitates carrier-to-carrier connectivity as well as connectivity between carriers and enterprises and other service providers.

In fact, Colt DCS and its Campus connectivity program offer access to end customers in more than 500 data centers across the globe and connectivity to all major local and international carriers in each of its own 24 sites across Europe and Asia.

This gives VARs, integrators and MSPs the ability to extend their reach to cloud, interconnect and other service providers through Colt DCS and its carrier partners.

Colt DCS is 100% carrier-neutral, allowing solutions providers access to private and secure connections to all major cloud platforms.

Finally, Colt DCS's 20-plus years of experience in offering colocation services is backed by its recognition as an ISO 27001-certified organization, for its security awareness and execution, and an ISO 14001-certified organization, working to reduce environmental impact through energy-efficient power consumption standards.

# Conclusion

**Colocation services have become an increasingly important part of the business model for VARs, integrators and MSPs. These services represent an efficient hedge for end-user customers to efficiently scale their infrastructure capabilities with a trusted supplier as IT service delivery demands increase and workloads expand.**

Solution providers that sell colocation services as part of their overall portfolio better meet the needs of their customers, deepening their relationships and increasing their economic and operational value to those organizations. That means more emphasis should be paid in how VARs, integrators and MSPs evaluate, select and partner with colocation service providers.

Solution providers looking for a mutually beneficial relationship with a colocation partner should consider working with Colt

Data Centre Services, a longtime leader and widely respected provider of colocation services. Even more important, Colt DCS has a long-standing commitment to working with and meeting the unique needs of VARs, integrators and MSPs.

Colt DCS's flexibility in working with its partners in a variety of business models is unique among colocation providers, allowing it to provide maximum value for VARs, integrators and MSPs, be it a mutual referral partner, reseller agent or wholesale opportunity. It also can present itself as a mutually beneficial relationship in any other type of arrangement required, with each partner looking to meet its own customers' needs more efficiently and reliably.

Because Colt DCS is owned by one of the world's largest financial institutions and its operations are profitable, the company's financial stability is assured, delivering you a financially secure and stable platform for doing business.

*For more information about  
Colt Data Centre Services,  
or to discuss partnership  
opportunities, please visit  
[www.coltdcs.com](http://www.coltdcs.com)*



# About Colt

Colt provides network, voice, and data centre services to thousands of businesses around the world, allowing them to focus on delivering their business goals instead of the underlying infrastructure. Customers include 18 of the top 25 bank and diversified financial groups and 19 out of the top 25 companies in both global media and telecoms industries (Forbes 2000 list, 2014).

In addition, Colt works with over 50 exchange venues and 13 European central banks.

Colt operates across Europe, Asia and North America with connections into over 200 cities globally. It recently completed the acquisition of KVH, which now operates under the Colt brand, an integrated data centre and communications services business, with headquarters in Tokyo and operations in Hong Kong, Seoul and Singapore.



Global reach  
Global connectivity  
Global colocation

## Cloud connectivity solutions

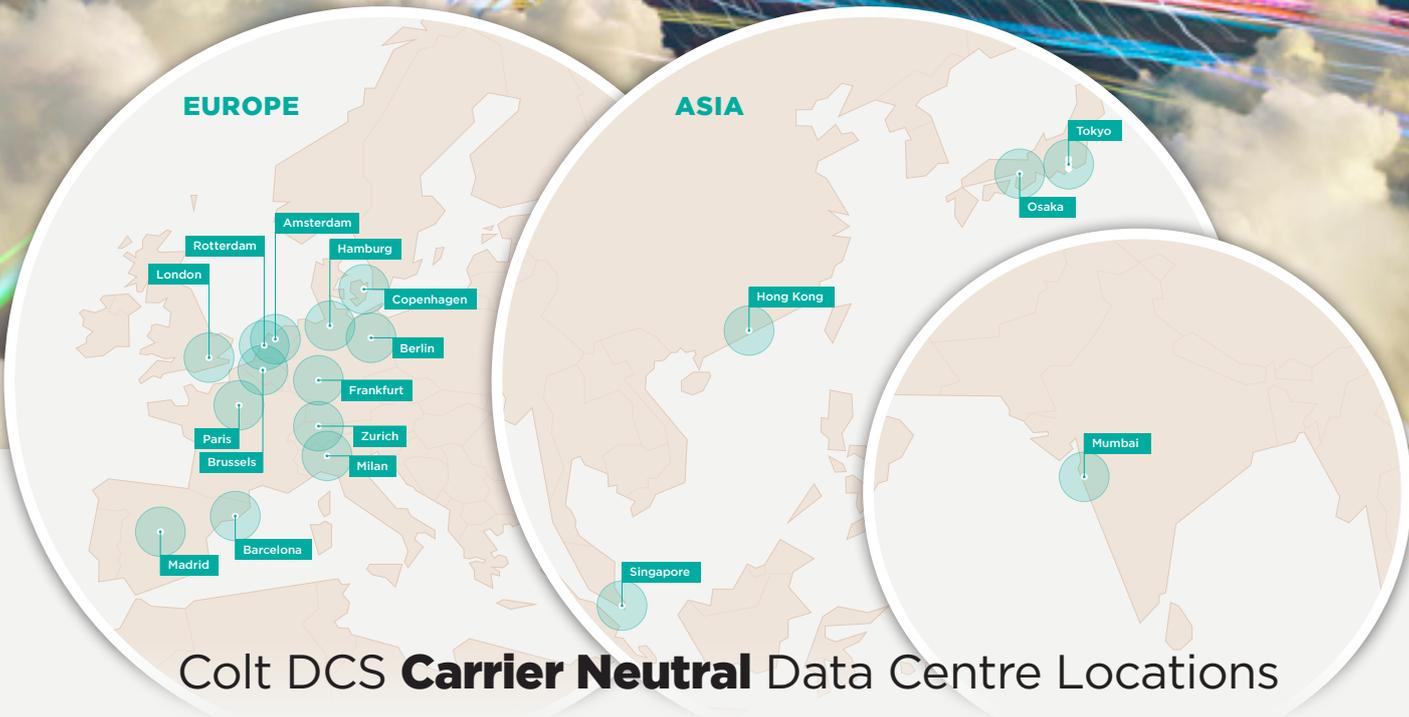
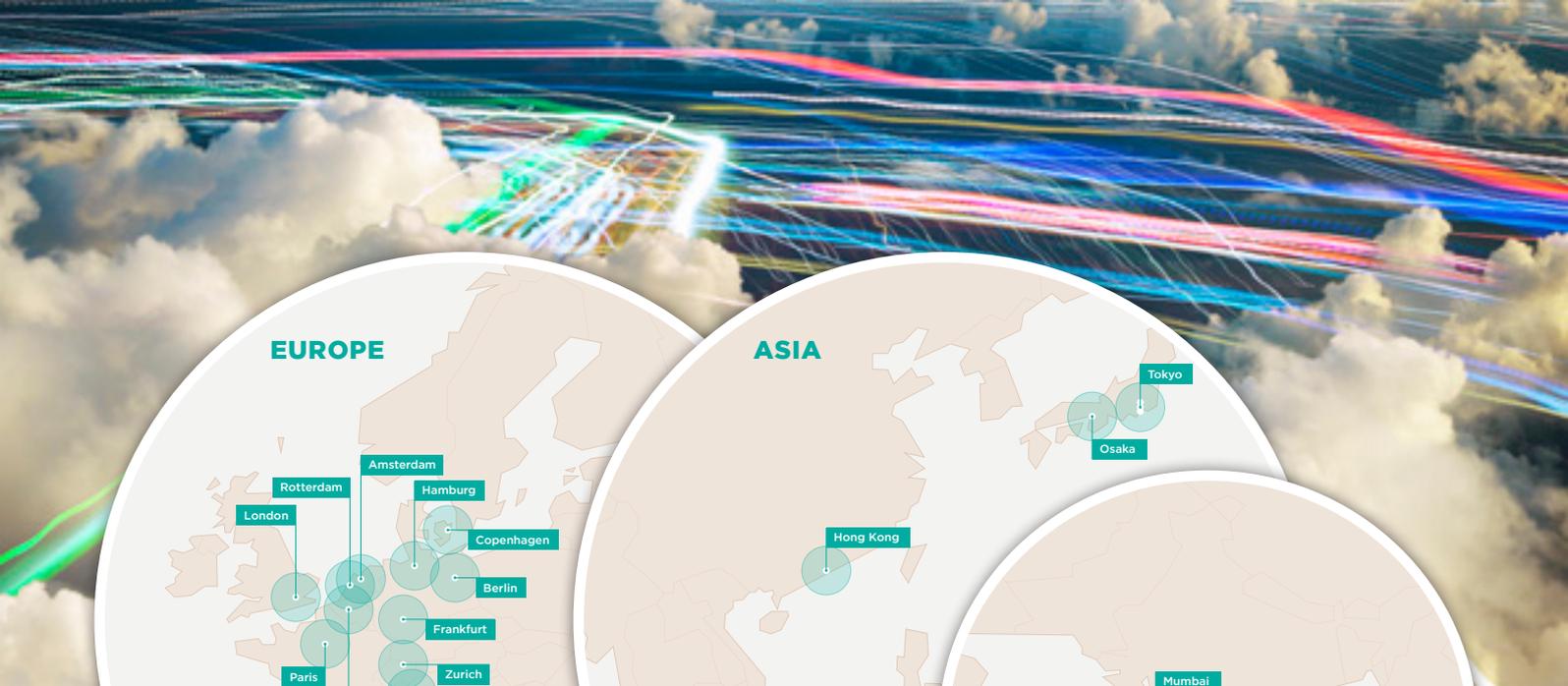
### Your partner for deploying and managing digital infrastructure

Colt DCS is the perfect partner to facilitate connectivity between carriers and between carrier and enterprise or service provider.

Colt DCS offers an average of ten carriers with a **Point of Presence** in each site - and up to 17 for customers to choose from in major European and Asian markets.

Internal and portfolio based connectivity options means you can have extended reach into cloud, IX, carrier and other service through Colt DCS or its carrier partners.





## Colt DCS **Carrier Neutral** Data Centre Locations

### Belgium

Colt Brussels Data Centre

### Denmark

Colt Copenhagen Data Centre

### France

Colt Paris North Data Centre  
Colt Paris South West Data Centre

### Germany

Colt Berlin Data Centre  
Colt Frankfurt City Data Centre  
Colt Frankfurt West Data Centre  
Colt Hamburg Data Centre

### Hong Kong

Colt Hong Kong Data Centre

### India

Colt Mumbai Data Centre

### Italy

Colt Milan Data Centre

### Japan

Colt Osaka Data Centre  
Colt Tokyo Shiohama Data Centre  
Colt Tokyo Inzai Data Centre  
Colt Tokyo Inzai Data Centre Two  
Colt Tokyo Otemachi Data Centre

### Netherlands

Colt Amsterdam South East Data Centre  
Colt Rotterdam Data Centre

### Singapore

Colt Singapore Data Centre

### Spain

Colt Barcelona Data Centre  
Colt Madrid Data Centre

### Switzerland

Colt Zurich Data Centre

### United Kingdom

Colt London City Data Centre  
Colt London West Data Centre  
Colt London North Data Centre



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Colt Data Centre Services



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Colt Data Centre Services



In today's world, great businesses must be secure, resilient, scalable and above all - connected.

At Colt Data Centre Services this is our business. Colt Data Centre Services offers flexible and affordable colocation and IT infrastructure solutions. 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 future-proof.

We operate 24 state-of-the-art data centres across Europe and Asia Pacific, offering 24/7 security and local language support. We are connected to a further 530+ third party data centres across our network and are able to offer private links into the major public cloud providers.

As the only data centre provider in the world to secure the highest M&O certification by the Uptime Institute, our operational standards are recognised as industry-leading.

Colt Data Centre Services has over 20 years' experience in designing, building and operating energy-efficient, reliable data centres - hosting significant financial, media, corporate and cloud wholesale providers across the world.

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### Accreditations

ISO 27001

ISO 14001