



# White Paper

# Colocation versus

# Cloud Computing

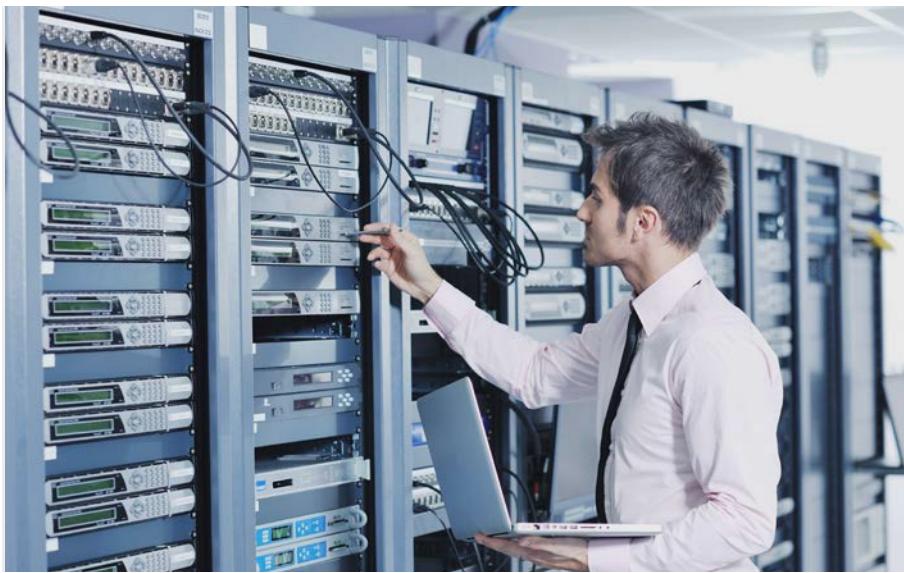


# Colocation vs. Cloud Computing

Today, there are plenty of remote computing options available for businesses, and sometimes it can get confusing and difficult to decide which makes the most sense. Before making big decisions like this, organizations have to evaluate themselves and define their current IT environment and any needs or goals. This makes it a lot easier to move forward and make sense of the clutter.

A couple of the options businesses might face are colocation and cloud computing. These are both useful solutions for different reasons, so it really depends what a business is looking for.





Colocation and cloud are both modern solutions to big business problems - so how do you decide?

## What is colocation?

Colocation is when a business owns, maintains and manages its own equipment and infrastructure – just not in its own facility. Instead, the business rents space in a colocation facility, or data center, and shares the costs of power, cooling, floor space, and more with other tenants.

### What are you outsourcing?

Storage / Physical Space

Power

Location Maintenance

Cooling

### Major Considerations

- Colocation requires a business to purchase its own equipment and deal with upgrades and enhancements
- With colocation, the business' IT team is responsible for monitoring, maintaining and managing the computing equipment

# What is cloud computing?

Cloud computing is similar to colocation only in that businesses are able to achieve cost savings by using a shared facility. However, with cloud computing, the provider owns, supplies and manages the customer's infrastructure (servers, storage, network elements) and cloud services. The cloud provider even takes on the basic day-to-day tasks, like troubleshooting, routine maintenance, and more. Cloud computing delivers the solutions and infrastructure as a service to organizations. This computing method eliminates capital expenditure for many businesses and greatly reduces operational expenditure.

## What are you outsourcing?

Storage / Physical Space

Power

Location Maintenance

Cooling

Infrastructure / Equipment

Infrastructure Maintenance

Management

System / Location Security

Upgrades

## Major Benefits

- Businesses can hand off infrastructure management to the cloud provider and free up their IT team to focus on strategic business projects
- Cloud computing provides the flexibility to scale resources and capacity up or down based on need/demand
- The pay-as-you-go model ensures that businesses only pay for exactly what they use

# The Direct Comparison

## The Whole Package

### **Colocation**

Colocation addresses the data center facility needs of a business. A business simply moves its infrastructure to a provider's location.

### **Cloud Computing**

The cloud includes the facility savings of colocation, but also includes countless other benefits. These include computing, storage, backup and additional infrastructure delivered as a service. Simply, it's the whole computing package.

## Costs

### **Colocation**

With colocation, your business continues to manage, maintain and update equipment and handle those associated costs. None of this transfers to the provider, and data center operating costs may be high.

### **Cloud Computing**

Cloud computing uses a pay-as-you-go model, allowing the organization to remain in control of its spending. You use what you need, when you need it, and pay accordingly. Upgrades, service, modern technology and management are all part of the package.

## Service

### **Colocation**

Colocation requires your business to continue to own, use and maintain your own equipment - which really leaves the majority of the responsibility on your shoulders, despite moving your equipment to a provider's data center.

### **Cloud Computing**

With cloud computing, all of these responsibilities are handled for you, while you focus on running your business. The cloud has matured enough that businesses with compliance and security requirements can meet their needs within a cloud environment.

**“With cloud computing, your IT staff has more time to focus on innovative projects and tasks that can truly grow your business.”**

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## Flexibility

### **Colocation**

Colocation does not offer the flexibility that the cloud is able to boast. Simply changing the location of the infrastructure doesn't make it easier to access your data or work in new, innovative ways.

### **Cloud Computing**

Cloud doesn't limit your business. You aren't tied to one location, or even one device. Since the Internet provides access to your various services, you can work from any location, on any device with Internet capabilities. This flexibility makes it easy to access your resources around the clock.

## Business Focus

### **Colocation**

With colocation, you don't really offload any work. Your team is still required to deal with management, maintenance and upgrades for your equipment, and this doesn't help bring more focus to your business.

### **Cloud Computing**

With cloud computing, your IT staff has more time to focus on innovative projects and tasks that can truly grow your business. The cloud brings the focus back to the business, rather than all the behind-the-scenes tasks.

## Scalability

### **Colocation**

With colocation, your business is still limited to the resources it can afford. Once you reach maximum capacity on your servers, it takes time and money to upgrade your equipment and environment.

### **Cloud Computing**

Cloud computing is extremely scalable, allowing your business to adjust its resources as necessary, based on things like demand, time of year, or business growth - and this scalability works with your budget.



**“The cloud may be the smarter option for companies looking to make a big change and improve their business operations overall.”**

## How do you decide?

The two outsourcing options were designed to meet different business needs, so it really depends what you’re looking for.

### Go with colocation if...

You have a solid infrastructure in place at the moment, but maybe just lack the space or power on-site to maintain the hardware. Businesses that really want full control of their hardware may opt for colocation too. Colocation can also be used as a backup solution, though cloud addresses this need as well.

### Go with cloud computing if...

You want hardware and software infrastructure supplied and fully managed for you. This means a business accesses resources like servers, software and network elements as a service. Cloud is the way to go if you don’t have infrastructure already in place, or don’t want to spend anymore time maintaining and updating your infrastructure. If you intend to replace your infrastructure anytime soon, you may want to consider cloud so you can access updated resources easily and efficiently, while avoiding expensive refresh cycles.

While both colocation and cloud computing deliver benefits far beyond traditional computing, the cloud may be the smarter option for companies looking to make a big change and improve their business operations overall.

## About RapidScale

RapidScale, a managed cloud services provider, delivers world-class, secure, and reliable cloud computing solutions to companies of all sizes across the globe. Its state-of-the-art managed CloudDesktop platform and market-leading cloud solutions are the reasons why RapidScale is the provider of choice for leading MSOs, VARs, MSPs, Carriers and Master Agents throughout the United States. RapidScale is not only delivering a service but also innovating advanced solutions and applications for the cloud computing space. RapidScale’s innovative solutions include CloudServer, CloudDesktop, CloudOffice, CloudMail, CloudRecovery, CloudApps, and more.

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