

ENABLING **CONNECTED** DATA COMMUNITIES

Digital Realty presents an industry manifesto for next-generation open interconnection

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The global pandemic has fast-forwarded the digital transformation efforts of organizations around the world. Companies had to fundamentally shift their corporate strategies. Having fueled their digital transformation, in turn, companies started embracing the digital economy with open arms.

2020 accelerated digital adoption by both consumers and businesses. According to McKinsey, digital adoption was vaulted five years forward by May 2020. With data volumes growing exponentially, it becomes fundamental to solve Data Gravity barriers brought on by digital transformation. In March 2020, we laid out an industry manifesto detailing an open platform approach to interconnection to help

companies worldwide tackle the challenge of Data Gravity.

The term 'Data Gravity' was first coined by my colleague Dave McCrory and refers to the process of data accumulation attracting additional services and applications to the data—the same way gravity attracts objects around a planet. (This was covered as an in-depth "Cover Story" in a previous issue of InterGlobix Magazine.)

If left unattended in an increasingly digital world, Data Gravity creates issues. It can lead to inhibited workflow performance and impeded customer experience, expanded security risks and increased costs for companies, among other downfalls, in various spheres like retail banking, healthcare, IT (of course) and e-commerce.

REMOVING DATA GRAVITY BARRIERS

Our PlatformDIGITAL® solution model creates a decentralized IT architecture and removes barriers of Data Gravity. As a result, it provides a way forward for businesses of all sizes across the world. This year in 2021, we are taking the next step to connect global communities around their most strategic asset—data. Our new, collaborative roadmap for PlatformDIGITAL® now integrates interconnection platforms with multiple partners to build the industry’s largest open fabric of fabrics connecting centers of data. This approach requires local copies of private, shared and public data sets to be integrated as part of decentralized workflows. These originate and traverse across multiple internal and external platforms, with policy enforcement controls, real-time analytics and interactive cross-platform orchestration.

We have laid out a Digital Realty manifesto that outlines the vision for a new approach. It is one that goes beyond cross connects and traditional interconnection backhaul to pave the way for an age of open, pervasively connected data communities collocated at centers of data. The role we will play will be that of an industry steward. We will enable companies across the world to plug into to a connected data community.

DATA-CENTRIC ARCHITECTURE

Data Gravity forces a shift to a data-centric architecture, where data is at the center of the architecture and integration is the challenge. Local copies of private, shared and public data sets need to be integrated as part of decentralized workflows which originate and traverse across multiple internal and external platforms, with the ability to support policy enforcement controls, real time analytics and interactive cross-platform orchestration.

To defy data gravity and enable connected data communities requires the implementation of a data-centric architecture. Putting data at the center of the architecture requires the integration of the core, cloud and edge at centers of data to enable data exchange across multiple platforms, providers and workflow participants.

SUPPORTING CUSTOMERS’ DIGITAL TRANSFORMATION

With the constant evolution of our PlatformDIGITAL® roadmap to emphasize data-centric architecture and enhanced interconnection capabilities, we are adding new locations, connectivity and control capabilities for our customers. Our recent announcement that we will integrate the engineering team from Pureport adds new native in-house software development capabilities. This will help further our vision of building open, SDN-enabled cross platform orchestration with multiple industry platforms.

We are also enhancing our global partnership with Megaport for our Service Exchange offering. We will continue to collaborate on open orchestration and to accelerate integration with Interxion’s Cloud Connect interconnection product in the EMEA region.

THE PATH FORWARD

Our vision is to create a native direct network path between our global campuses. This approach will create new industrialized, multi-path options in collaboration with industry-leading partners. Our global platform will be the basis of our multi-tenant data center capacity, as well as for our interconnection solutions integrating global workflows, communities and hubs around data. We have developed an industry transformation roadmap to guide cross industry collaboration to develop connected data community vision and target state architecture. We will be an industry steward championing the transformation towards a connected data community approach—this is our manifesto. ©

About the Author

Chris Sharp has more than 20 years of experience in the technology industry, with extensive background developing technology strategies in global markets. He has a deep knowledge of the data center sector, and is well positioned to expand technical innovation at Digital Realty. Most recently, he was responsible for cloud innovation at Equinix. There he led the development of innovative cloud services solutions and developed new capabilities enabling next-generation, high-performance exchange and interconnection solutions, facilitating broad commercial adoption of cloud computing on a global basis.

ANALYST & PARTNER VIEWS

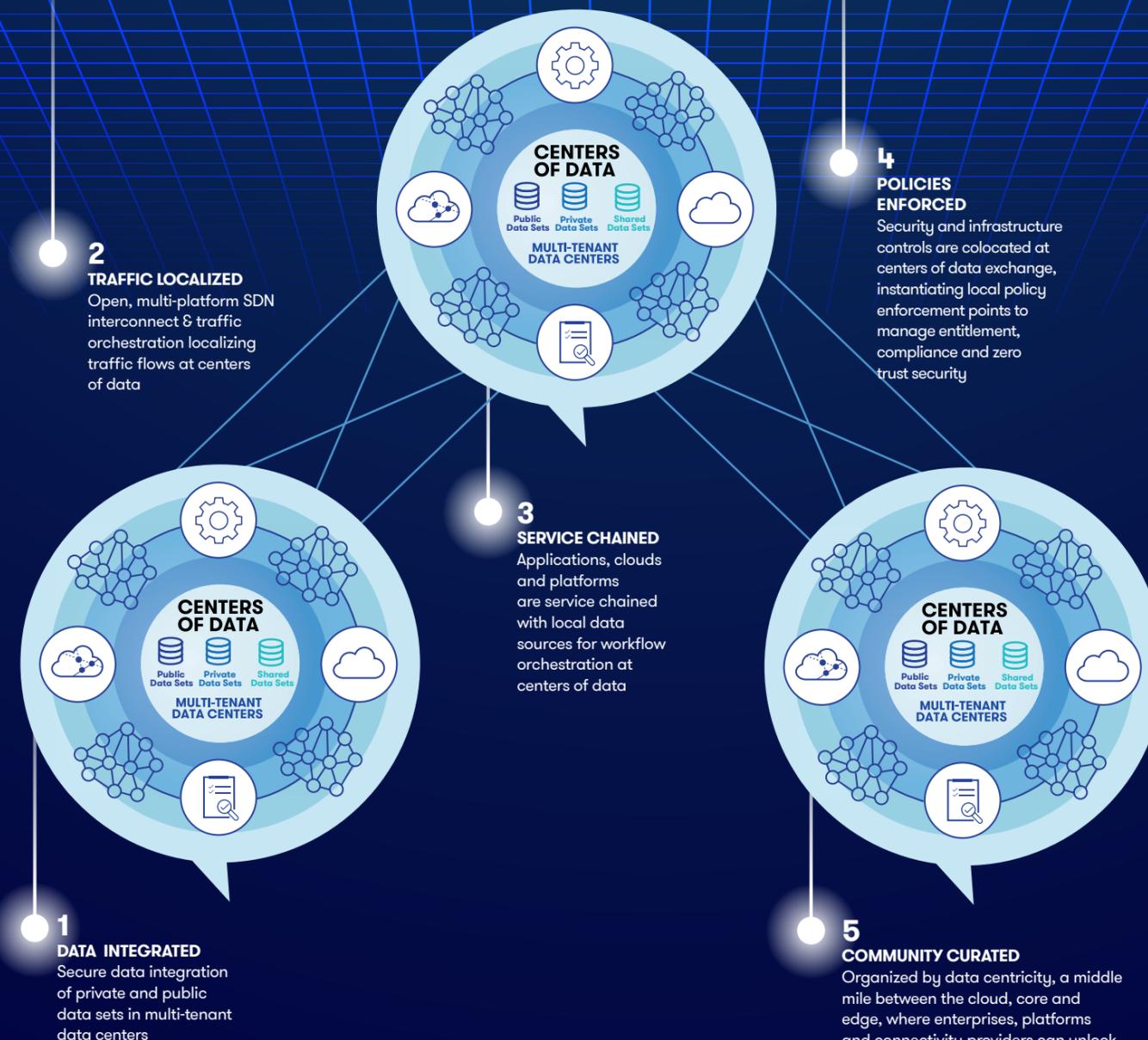


“The accelerating shift to always-on digital business is creating new architectural challenges for both enterprises and service providers, like ever increasing data volumes being created in multiple locations, regulatory and security concerns or a requirement to exchange data with new communities of business partners. Our industry research points to a growing need for this kind of combination of open interconnection and next-generation colocation that will reduce the complexity of digital transformation.”
—**Courtney Munroe**, Research Vice President, Worldwide Telecoms Research for IDC



“Our partnership with Digital Realty is a testament to our shared vision to fundamentally transform the way businesses enable IT services. Since the launch of Service Exchange in 2016, Digital Realty and Megaport customers have unlocked the power of on-demand interconnection to support hybrid cloud, multi-cloud and cloud-to-cloud architectures that scale. We’re excited to continue innovating with Digital Realty as we make building connections among enterprises, networks and clouds on PlatformDIGITAL® an intuitive, as-a-service experience.”
—**Vincent English**, CEO of Megaport

Digital Realty’s Vision of Connected Data Communities on PlatformDIGITAL®



Legend

- SDN Networking
- Connected Communities
- Public Data Sets
- Shared Data Sets
- Controls
- Multi-Cloud
- Private Data Sets
- Policy Enforcement Points