

**METRO BRIEF**

# Austin

Scaling Digital Business with data-centric architecture and a connected data community approach

## INSIGHTS

Data Gravity inhibits enterprise workflow performance, raises security concerns, and increases costs, all complicated by regulatory requirements and other artificial constraints. It requires a connected community approach between enterprises, connectivity, cloud and content providers integrating core, cloud and edge at centers of data exchange, implementing a secure, hybrid IT and data-centric architecture globally at points of business presence.

## CHALLENGES

Current backhaul architecture cannot address enterprise Data Gravity needs, including:

- Data exchange across multiple internal/external platforms
- Local data copies and ability to run performant analytics across each global point of presence

## SOLUTION

To enable the ever-changing data, control and networking demands of global enterprises, a purpose-built solution is required. The data-centric architecture of PlatformDIGITAL<sup>®</sup> offers tailored deployments at any size and scale and right-sized connectivity options. The Austin metro enables diversified, neutral connectivity with access to key ecosystems, connectivity gateways, and security and resiliency infrastructure.

**AUSTIN** is an ideal location for disaster recovery and high density critical applications, offering global access from one of the hottest tech communities in the world.

# 137%

**CAGR through 2024**  
Data Gravity Intensity Growth

## DATA GRAVITY INDEX

**DGx™** quantifies and predicts the intensity and gravitational force of enterprise data growth across more than 50 metros globally. The patent-pending formula, measured in gigabytes per second, provides a relative proxy for measuring data creation, aggregation and processing.

**Download Full Report**

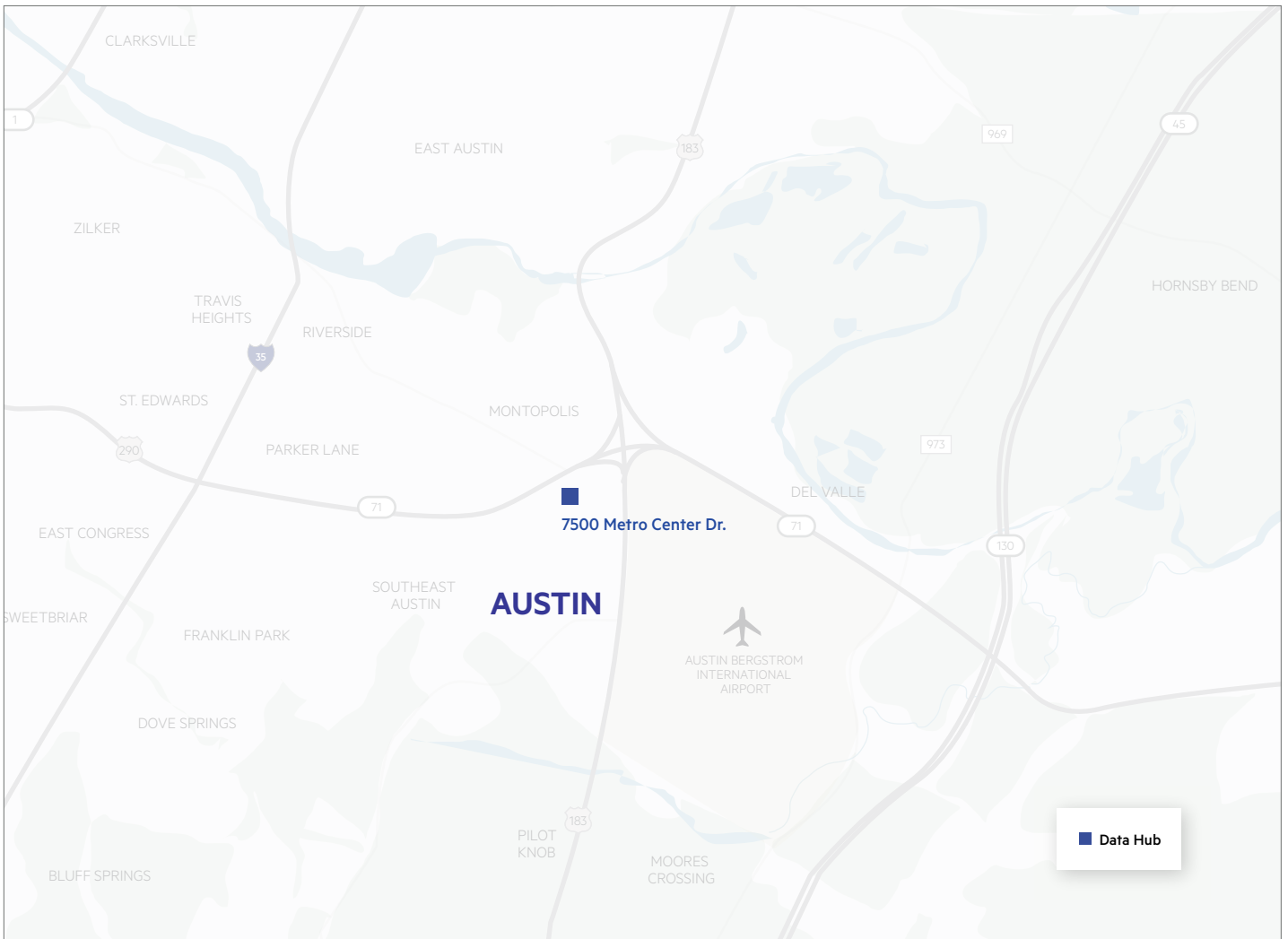
Data  
Gravity  
Index **DGx™**

**The largest global provider of multi-tenant data center capacity.\***

\*451 Research, Market Forecast, Leased Datacenter Global Providers, 2020. Capacity measured in terms of both the number of datacenters and operational square footage.

# Austin Connected Campus

Connectivity gateway for global enterprises



## ECOSYSTEM CONNECTIVITY

The Austin campus offers access to a growing ecosystem of network, financial, IT, content and cloud partners and providers, and enterprise customers.

## INTERNET CONNECTIVITY

Dedicated Internet Access

- IP Connect

Explore and leverage PlatformDIGITAL's global coverage:



## Request virtual or on-site tours

Learn more about PlatformDIGITAL® at [www.digitalrealty.com/platform-digital](http://www.digitalrealty.com/platform-digital)

Email [sales@digitalrealty.com](mailto:sales@digitalrealty.com)