

**METRO BRIEF**

# Bay Area

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 Bay Area metro enables robust, diversified, neutral connectivity with access to key ecosystems, connectivity gateways, and security and resiliency infrastructure.

The **BAY AREA** is a network-dense inter-connection point for the entire west coast with access to leading cloud providers and local Internet exchanges, ensuring high performance of hybrid and multi-cloud architectures.

# 147%

**CAGR through 2024**  
Data Gravity Intensity Growth  
in North America

## DATA GRAVITY INDEX

**DGx**<sup>™</sup> 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**

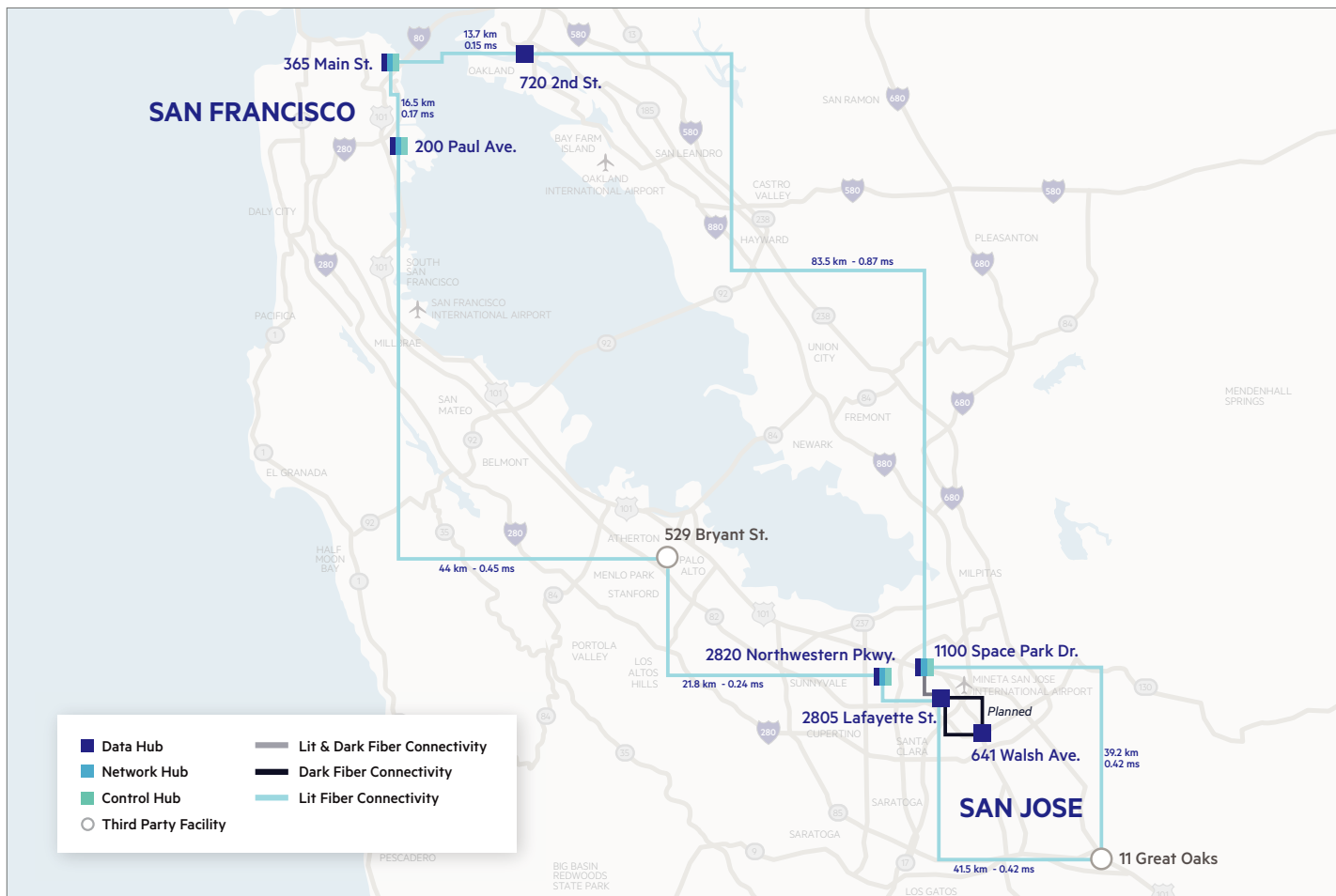
Data  
Gravity  
Index **DGx**

**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.

# Bay Area Connected Campus

## Connectivity gateway for global enterprises



### ECOSYSTEM CONNECTIVITY

The Bay Area metro offers a robust ecosystem with access to 200+ cloud, network, content, financial and IT partners and providers, and enterprise customers.

#### Metro Connectivity

- Lit Fiber
- Ethernet: 100Mbps, 1G, 10G
- Wave: 10G, 100G
- Dark Fiber

#### Multi Cloud Access

- Service Exchange

#### Direct Cloud Access

- AWS Direct Connect
- IBM DirectLink

### INTERNET CONNECTIVITY

#### Dedicated Internet Access

- IP Bandwidth

#### Internet Exchange Access

- AMS-IX
- SFMIX

Explore and leverage PlatformDIGITAL's global coverage:



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