

METRO BRIEF

Houston

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[®] offers tailored deployments at any size and scale and right-sized connectivity options. The Houston metro enables diversified, neutral connectivity with access to key ecosystems, connectivity gateways, and security and resiliency infrastructure.

HOUSTON is headquarters to top growth industries for IoT and numerous Fortune 500 companies, offering a network-dense foundation for start-ups and established enterprises that is reliable, secure and cost-effective.

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

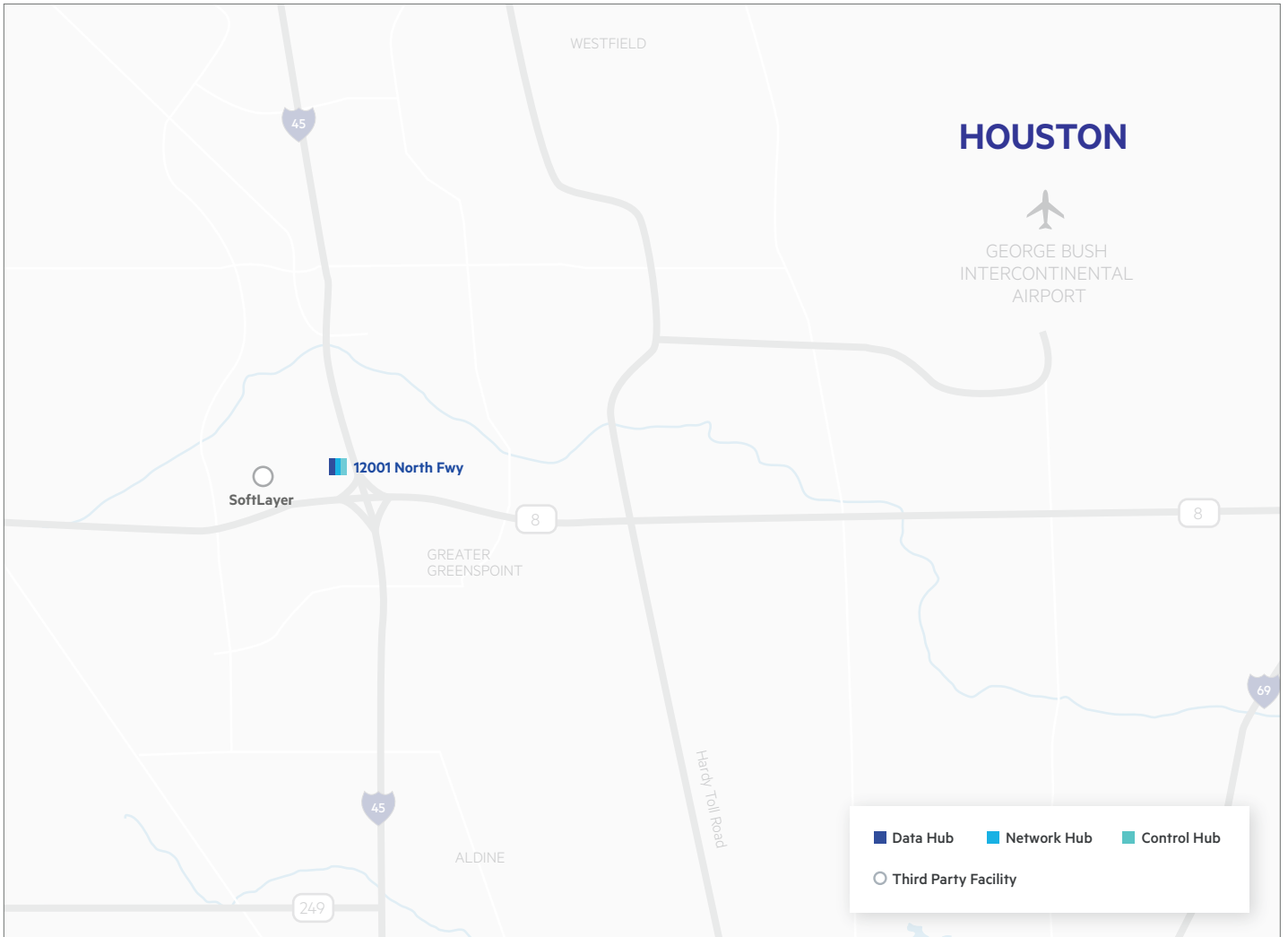
Data
Gravity
Index **DGx**

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.

Houston Connected Campus

Connectivity gateway for global enterprises



ECOSYSTEM CONNECTIVITY

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

Multi Cloud Access

- Service Exchange

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

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