



# Why choose a Louisville data center?

Reliable, low-latency networks and interconnections are becoming even more critical to Louisville as organizations increasingly use multiple clouds, distributed and edge workload placements, and more heavily rely on digital engagement within their ecosystems.



## A strategic central hub

Louisville is a growing regional economic and cultural hub and strategic location for thousands of companies, including the Ford Motor Company, GE and Fortune 500 diversity leader Humana. It's the largest city in Kentucky, which has the fifth-lowest cost of doing business in the US.

Since 2014, Louisville has seen \$22.8 billion in investments. Within a day's drive of two-thirds of the US population, it also has some of the lowest electricity prices in the country, making cooling and power systems for data centers more economical than in many other regions. There is strong support for Louisville-area businesses among both state and local lawmakers. Greater Louisville Inc. invests heavily in lobbying on behalf of local businesses and supporting area infrastructures and education.

Kentucky is a business-friendly state with regard to taxes – it offers progressive tax incentive programs as well as flexible financial assistance to businesses locating, expanding or investing in the state.



## Why Louisville?

- ✓ With a population of 324,000, Louisville is the **largest city in Kentucky**
- ✓ **Labor costs are 20% less** than the US average
- ✓ Louisville Metro Council has set a goal of achieving 100% **clean energy** community-wide by 2040
- ✓ **Top industries** include healthcare, business services, logistics and e-commerce, advanced manufacturing and food and beverage
- ✓ UPS, DHL and Amazon have chosen this region for its **connectivity to the rest of the country**
- ✓ Kentucky's I-71 corridor, where Louisville and Cincinnati meet, is located at the **center of the eastern US** and within 600 miles of 60% of the nation's population
- ✓ Recent **tax reforms** repealed the corporate license tax and intangible property tax and reduced the corporate income tax rate from 8.25 to 6%

## Optimizing network performance and connectivity

Today's marketplace is an unforgiving one in which enterprises face complex demands and IT performance can drive success or precipitate failure. Reliable, low-latency networks and interconnections are vital to daily operations and your ability to deliver positive user experiences.

These three factors can help you optimize network performance and connectivity:

### 1. Improve response times

Users' patience with slow connections and poor application performance is lower than ever. Responsive connections that deliver a seamless customer experience are essential for any organization.

Moving workloads closer to end-users can improve traffic routing by reducing latency and eliminating congestion points that negatively impact application performance. Regionally distributed, small edge deployments can access storage and services closer to where they need to be to accelerate processing and handling.

### 2. Deliver a consistent experience

The majority of the time, responsive, low-latency connections are not enough. Today's users demand a reliable, consistent experience they can depend on – wherever they may be.

Standardizing connections between data centers, public and private cloud environments and telecommunications services based on user density can help deliver predictable, repeatable experiences for every person accessing your applications. Extend security solutions to the edge to decrease the risk of disruption or downtime.

### 3. Increase reliability

Eliminating single points of failure that could negatively affect the user experience is a vital step toward improving network reliability and optimizing performance.

Granular control over the provisioning and consumption of resources can help ensure you meet workload and application requirements. Network redundancies can reduce the risk of disruptions and safeguard your connectivity against outages, disasters and attacks.

# Tailored colocation solutions in Louisville

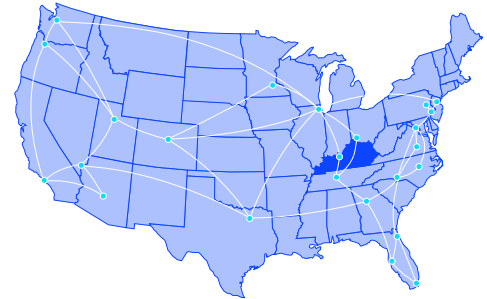
With two data centers in Louisville, Flexential is your strategic partner, offering cost-effective colocation with HIPAA- and PCI-compliant hybrid services in your own backyard. Our private 100 Gbps network backbone helps you improve response times and strengthen reliability to public cloud providers over a secure, reliable network to give your end users better performance and reduce single points of failure.



- **Improved reliability** on public cloud connections
- **Fewer single points of failure**
- Connections to a **network of 40+ data centers** across the US
- **A strategic partner** for improving response times
- Security and technical **staff on-site 24/7**
- Redundant, **automatically rerouted connections** ranging from 10 Mbps to 40 Gbps
- 100 Gbps **network backbone**, scalable to 400 Gbps
- **Professional services** including migration, security and risk management, assessment and audits, performance and network architecture support and remote hands

## Connect to a superior national platform

Flexential data centers in Louisville offer scalable, adaptable hybrid IT solutions that empower businesses in northern Kentucky and southern Indiana to increase agility, improve performance and focus their internal resources on strategic initiatives. Our operations in Kentucky include one of the five cloud clusters that make up our HIPAA- and PCI DSS-compliant infrastructure, which serves customers across the US.



## Learn more about the benefits of Flexential colocation

We offer secure, highly efficient data center colocation hosting services that flex to meet your organization's evolving needs. Download a guide or request a visit to learn more.

**Take a tour of either Flexential Louisville data centers today!**

Get a free, no-obligation review of your colocation requirements from a Flexential specialist.

Call 888-552-3539 or email [sales@Flexential.com](mailto:sales@Flexential.com)