

Discovering Excess Capacity Through TCO Analysis



Enterprises are challenged by the evolving data center landscape. Corporate IT executives are constantly under pressure managing day-to-day operations, as well as compliance, security and financial factors that impact the enterprise. All of this is compounded by capital restrictions and greater financial oversight. Now add the evolving cloud product to the mix and the result may be somewhat chaotic.

Where do we find excess capacity? How do we identify the factors that may negatively impact the total cost of occupancy?



Self-performing physical data center activities

The corporate IT team is dedicating time and resources on the tactical activities and the issues that arise. The dedication of resources to this end come at a steep price, especially when dealing with enterprise owned and leased data center facilities.



Aged application and infrastructure design

Requires greater attention as applications evolve and the infrastructure ages. We find that although there were good intentions and planning, what was originally designed and constructed may be less efficient than current availabilities.



Special purpose facility exceeds current standards

This robust level of infrastructure and redundancy exceeds current industry standards for providers. The result is a difficult exit strategy and lower valuation for underutilized space and excess capacity.



Cloud services and virtualization

The evolution of the industry is making a 'bricks and mortar' strategy for enterprises obsolete. The wholesale developers understand this and have invested in global expansion to meet that need.

Solution

A detailed **TOTAL COST OF OCCUPANCY ANALYSIS (TCO)** benchmarked against current industry standards can measure and determine excess capacity. Once we can pinpoint the concern, we can develop a range of options to align with your operational and financial business drivers.

Unlike the landscape ten years ago, there are many proven and validated wholesale data center options in every major market. With validated options, space acquisition is a price discovery and procurement driven process.

Cushman & Wakefield's Global Data Center Advisory Group is a leader in the industry. Our track record on discovering and managing excess capacity is robust and our knowledge is relevant. We have the experience to develop long-term strategies that drive wise investment decisions across all real estate requirements.

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