

5 WAYS

Colocation, the alternative to public cloud that can **reduce business costs** in uncertain times

See how you can save 

What is Colocation?

Global events have been a catalyst to unprecedented challenges for businesses of all sizes. Many are struggling to stay afloat amidst the economic downturn, while others are looking for ways to cut costs without sacrificing performance. This is where Colocation hosting comes into play.

But what IS Colocation? We all know what cloud is, your data stored and computed in a data centre... somewhere. Simply put, Colocation is the same, but it's **stored locally to you** and here are five ways it can save you money in these uncertain times.



1

Reduced Bandwidth Costs

With the increase in remote work, online meetings, and video conferencing, bandwidth costs can quickly spiral out of control. **Colocation can help reduce these costs** by processing data closer to the source. This means that instead of sending large amounts of data to public cloud and back for processing, it can be processed locally. This reduces the amount of data that needs to be transmitted to the cloud, thereby reducing the bandwidth costs.





2

Improved Efficiency

Colocation can help improve efficiency by reducing the time it takes for data to travel to and from the source to where its hosted locally. This **reduces the latency and improves the speed of data processing**. As a result, businesses can make faster and more informed decisions, which can improve their overall efficiency.

3

Enhanced Security

Colocation can also help enhance security by reducing the attack surface. Instead of sending all data to a public cloud for processing, processing can be done locally. This **reduces the number of attack vectors** that hackers can use to gain access to the data. Furthermore, because data is processed locally, businesses have more control over who has access to it. This can help improve the overall security of the business and reduce the risk of data breaches.





4

Lower Cloud Costs

Cloud computing can be expensive, especially for businesses with large amounts of data. Colocation can help reduce cloud costs by **processing data over very short distances** in local data centres thus **reducing storage and data transit costs**. Additionally, it can help reduce the costs associated with public cloud computing in general whilst allow you to retain much of the control relinquished with public cloud.

5

Increased Resilience

Colocation can also help increase the resilience of any businesses in uncertain times. By **processing data locally**, businesses can continue to operate even if there are disruptions to public cloud. This means that businesses can continue to function even if there are internet outages or other disruptions. Additionally, Colocation can help improve the overall reliability of the business by reducing the risk of data loss and allowing for well planned business resilience protocols.



Conclusion

Colocation can help businesses save money in uncertain times by reducing bandwidth costs, improving efficiency, enhancing security, lowering cloud costs, and increasing resilience. By leveraging the power of Colocation, **businesses can reduce their dependence on the cloud and improve their overall performance whilst regaining more control over usage.**

As we navigate these uncertain times, Colocation can provide a **cost-effective and reliable** solution for businesses looking to optimise their operations.



About Pulsant

Pulsant is a digital edge infrastructure company that provides cloud, colocation and connectivity services to UK businesses. Regional enterprises and service providers use Pulsant's edge infrastructure platform to build, connect and deploy the applications they need to innovate and grow.

The platform is underpinned by Pulsant's network of 12 strategically located edge data centres, interconnected through a low latency network fabric delivering access to cloud, connectivity and compute services across the UK and beyond. The platform puts 95% of the UK population within reach of businesses seeking to deploy new edge applications, or securely extend hybrid infrastructure in order to improve performance.

Established in 1995, Pulsant has over 27 years of experience working with organisations to achieve their digital ambitions. Pulsant has more than 1,500 clients and holds multiple accreditations, including ISO27001 and PCI DSS

Pulsant Cloud

Our comprehensive portfolio of managed cloud services enables you to adopt and deploy distributed multi-cloud and edge strategies.

[Get cloud](#)

Pulsant Colocation

Our reliable, secure and scalable national network of interconnected edge data centres enables you to deploy your infrastructure and process data as close as possible to edge devices.

[Get colocation](#)

Pulsant Network

Our intelligent managed networking solutions enable you to connect securely and quickly to public clouds and third-party data centres to ensure your business is always connected.

[Get connected](#)

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