

Data Center Services

Geographic Site Selection & Facility Evaluation

At a Glance:

- Consult with experienced professionals regarding the most ideal geographic location/site for your data center.
- Examine important geographic factors such as environmental risks, staffing, vendor availability, cost of labor and others based on your unique set of requirements.
- Evaluate possible sites on a local level including roadways, utilities, flood plains, code requirements, green space, etc.

Gain Expert Guidance in Selecting the Future Location of Your Data Center

Evaluating a new geographic location or site for your data center is one of the most critical decisions you will make. Not only will you need to consider all of the advantages and disadvantages of any given area, but you will also want to assess how your location/site will support your current and future data center requirements. Many companies rely on commercial real estate firms to assist them in finding an appropriate plot of land or an existing facility. However, Forsythe can deliver the in-depth, real-world technical expertise you need to evaluate important factors such as geographic risks, land requirements, power and telecommunications availability and more.

Forsythe's Two-Step Approach

STEP 1: Select the Best Metropolitan Area

Forsythe will work with you to evaluate your needs and determine the most appropriate geographic location to meet them. During this assessment, you will examine factors such as:

- Geographic risk (hurricanes, earthquakes, tornados, etc.)
- Land cost, availability and accessibility
- Area talent pool
- State tax incentives
- Construction costs
- Power resources and costs
- State/local energy efficiency incentives

STEP 2: Narrow Your Focus

Once you have determined your most ideal geographic region, it is time to explore the area on a local level.

You will need to decide whether you would like to look at existing infrastructure or if you prefer building a new data center on a greenfield site. In either case, Forsythe can help.

When evaluating a **greenfield site**, you will want to consider factors such as:

- Topography
- Tree coverage
- Sewer locations
- Flood plain risk
- Proximity to roads, power, telecommunications and utilities
- Proximity to hazardous materials or other potential risks
- Physical security requirements

Additionally, while evaluating **existing infrastructure** you will also need to consider factors such as:

- Floor to ceiling height/clearance
- Structural floor loading
- Architectural elements
- Facility age

Summary of a Sample Site Selection Evaluation

Risk/Location Feature	City A	City B	City C	City D	City E
Seismic Activity	Minimal	Minimal	Minimal	Minimal	Minimal
Susceptibility to Hurricane	Rainfall	Rainfall	Rainfall and Wind	Rainfall	Rainfall and Wind
Susceptibility to Tornado, Severe Weather	Minimal	Minimal	Increased Risk	Increased Risk	Increased Risk
Past Declared Disaster Occurrence	1-3 occurrences	4-6 occurrences	4-6 occurrences	4-6 occurrences	7 to 9 occurrences
Cost of Labor (Avg 14 SOC)	\$66,908.85	\$68,613.92	\$63,313.42	\$78,827.15	\$77,140.29
Staff and Equipment Relocation Expenses	None or Minimal	Yes	Yes	Yes	Yes
Infrastructure	Telecom, Utilities +	Telecom, Utilities +	Telecom, Utilities +	Telecom, Utilities +	Telecom, Utilities +
Ease of Recruiting B.S. Degree (%)	At State Average %	Above State Average %	Above State Average %	Above State Average %	Above State Average %
Ease of Recruiting H.S. Graduates (%)	Above State Average %	Above State Average %	Above State Average %	Above State Average %	Above State Average %
Cost of Doing Business (Forbes Rank)	49/200	16/200	66/179 (Small City)	23/200	41/200
Land Appreciation (2003-2004)	14-24%	14-24%	24%+	10-15%	10-15%
Overall	1	2	3	4	5

Key

Concern/ Non-optimal	Caution	Good
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Get the Forsythe Advantage.

For more than 35 years, Forsythe has delivered forward-thinking advice, technology, and operation-enhancing solutions. As an independent advisor, Forsythe can help you address every aspect of your infrastructure, including how new solutions may affect the bigger picture. Working with every major provider, Forsythe acts as your single point of contact for managing the cost, effectiveness, and risk related to your information systems.

Let Forsythe Help.

Business objectives—and business issues—don't exist in a vacuum. Forsythe identifies and addresses IT interdependencies to deliver solutions that work across your enterprise. Call us today.

