



Why choose a Cincinnati data center?

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



A thriving commercial center

Cincinnati is a thriving commercial center that attracts top business talent from all over the world. It boasts more Fortune 500 companies per capita than New York, Chicago or Los Angeles and is also home to a vibrant startup scene that has attracted close to \$100 million in venture capital.

Ohio is one of just six states that has not implemented a state corporate income tax. Its pro-business tax climate, low operations costs and skilled workforce make it an appealing location for established and emerging businesses. It was ranked sixth in Site Selection's 2022 State Business Climate review and saw over \$30 billion in capital investments last year.

Cincinnati's central location means 70% of the US population is within a day's drive. Its low cost of living, diversity and business-friendly government make it attractive to corporations, including Procter & Gamble, Kroger and Total Quality Logistics.



Why Cincinnati?

- ✓ With a population of 313,000, Cincinnati is the **3rd largest in Ohio**, growing at a rate of .4%
- ✓ Authorities in Cincinnati have a goal of transitioning to **100% renewable energy by 2035**
- ✓ Cincinnati will soon have a total of 4.4 MW of **solar installed across 36 facilities**
- ✓ The city is part of an Opportunity Zone for Kentucky's I-71 Corridor, creating additional **tax savings for investors**
- ✓ Cincinnati is located at the **center of the eastern US** and within 600 miles of 60% of the nation's population
- ✓ The Commercial Reinvestment Area (CRA) tax abatement program gives **incentives to companies** building or renovating commercial or industrial facilities in cases where the new facility will create jobs

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 Cincinnati

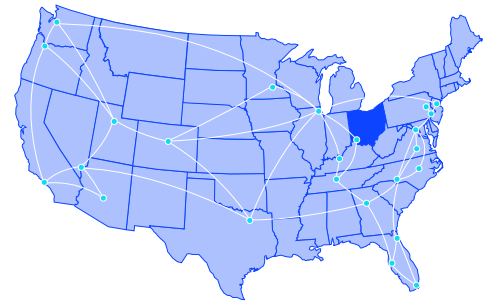
Flexential serves as a strategic partner to Cincinnati businesses, offering a local deployment that facilitates the availability, security and compliance companies need to succeed. Our Cincinnati facility is designed to exceed stringent requirements and empower growth without compromising data security.



- **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

Our 45,551 sq. ft. Cincinnati data center empowers growth with 3.8 MW critical load UPS capacity and 100% SLA. Our private 100 Gbps network backbone helps you improve response times and strengthen reliability to public cloud providers over a secure, reliable network to enhance end-user performance and reduce single points of failure. Solve your most complex hybrid IT infrastructure requirements with Flexential.



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 any of the Flexential Cincinnati data center today!

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

Call 888-552-3539 or email sales@Flexential.com