



# Why choose a Las Vegas data center?

Reliable, low-latency networks and interconnections are increasingly critical to Las Vegas to support multi-cloud deployments, distributed and edge workloads, and a growing reliance on digital engagements.



## A low-cost west coast location

Las Vegas offers a unique combination of environmental stability, security and accessibility to businesses looking for colocation and cloud services in the Western US. The city has undergone significant revitalization following a \$350 million commitment from Zappos CEO Tony Hsieh to enhance real estate, business development, technology and education.

Authorities in Las Vegas have worked to diversify the booming economy, although it remains among the top three US destinations for business conventions. The city itself and the state of Nevada enjoy low tax rates — there is no business income tax in Las Vegas, and the state's Data Center Tax Abatement Program offers competitive incentives, making a compelling case for doing business in the city. Nevada data centers are some of the most cost-effective managed colocation centers in the country.

The low cost of real estate and power, an abundance of available land and minimal disaster risks have made Las Vegas a popular choice for organizations looking for disaster recovery locations or aiming to establish a West Coast presence without paying California prices.

## Why Las Vegas?

- ✓ The **population of Las Vegas** is 659,000 and growing at .89% a year
- ✓ Approximately 30% of the **power mix** in Las Vegas comes from renewables including solar, geothermal, hydroelectric and wind
- ✓ Las Vegas is the **number one destination for businesses relocating from California**
- ✓ Some estimates indicate it is **50% less expensive to operate** in Nevada
- ✓ Las Vegas is among the US cities **safest from natural disasters**
- ✓ Tax Increment Financing (TIF) provides **rebate incentives for key infrastructure costs** for retail, hotel, mixed-use and high-rise residential projects located within the city of Las Vegas Redevelopment Areas 1 and 2



## 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 Las Vegas

The two Flexential Las Vegas facilities offer cost-effective support for the intense requirements of advanced technologies and are compliant with multiple industry and regulatory standards to help you meet your compliance obligations.

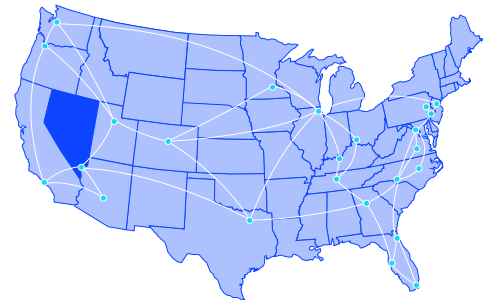


- **Improved reliability** on public cloud connections
- **Fewer single points of failure**
- Connections to a **network of 40+ data centers** across the US
- **A strategic partner** for improving response times
- Security and technical **staff on-site 24/7**
- Redundant, **automatically rerouted connections** 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

The Flexential Las Vegas-North facility is officially registered as a hosting center with the state of Nevada Gaming Control Board and provides highly redundant, efficient and secure IT infrastructure services for gaming businesses. Our Downtown facility is located in the heart of the city and is certified for compliance with several industry and regulatory standards, including HITRUST CSF and PCI DSS.

Our highly connected platform integrates our private 100 Gbps network backbone and a range of diverse connectivity options to keep you reliably and securely connected to the world and optimize end-user performance.



## 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 Las Vegas 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)