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In the past few years, businesses have been asking IT to do more with less, fueling an outsourcing trend for third-party data center space.

Though popular, the trend in the traditional third party data center market has serious downsides for business. Costs are not typically allocated by actual resource consumption, because so much of the data center space is shared. This is one reason that data center pricing is usually very complicated (in addition to the many hidden costs usually passed-through, such as *monthly cross-connect fees*). The sharing of space means that businesses with sustainability initiatives receive an unfairly small portion of the cost savings to which they are entitled.

At the end of the day in traditional data center colos, efficient customers pay the same amount for cooling as inefficient ones—in essence, a classic

economic “freeloader” problem, exacerbated by the fact that sharing also exposes businesses to unnecessary security risk. IO has spent a lot of time rethinking the data center, with innovations that are designed to eliminate hidden fees, correct incentives around efficiency, and compartmentalize to enhance security.

Does your data center provider have the ability to measure and bill based on your actual resource consumption? IO does just that... thanks to **IO.Anywhere®** modules & the **IO.OS®** operating system.

IO’s integrated hardware and software technology platform makes colocation in the **IO.DCaaS™** environment a better experience. You pay for the energy you use, period. Businesses that run clean and lean data center infrastructure naturally emerge ahead of their competition, reaping financial and operational benefits. Simply put, when you partner with a company that cares enough—and has the *ability*—to track consumption, your data center becomes a competitive advantage instead of a liability.

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Tags: colocation, data center, data center 2.0, data center as a service (DCaaS), energy, i/o ANYWHERE, IO.OS, operational efficiency

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