



RACK59

D A T A C E N T E R

Why Top Financial Service IT Directors Choose RACK59

COVID-19 has rocked our world and the financial industry has certainly not been immune to it. During the lockdown, customers could not go into banks but still needed to do things like deposit checks and access money for transactions.

Due to the demand and expectation for safe, secure online and ATM transactions of all kinds – releasing of funds, deposits, etc. – financial institutions are looking to colocation data centers, now more than ever.

“The continuing evolution of branch networks makes them a target-rich environment for adversaries and a security challenge for security and IT teams.”

– Renee Tarun, deputy CISO, Fortinet

HOW DATA CENTER COLOCATION CAN ASSIST FINANCIAL INSTITUTIONS

As a financial institution, you need greater security, reliability, and connectivity than ever before. Self-service and mobile banking are just two of the services that rely heavily upon these attributes. High-frequency trading, retail banking, and virtual and mobile loan services are just another few of the many services offered that have large connectivity and security needs.

HOW CAN DATA CENTER COLOCATION HELP YOU ACHIEVE IMPROVED SECURITY AND CONNECTIVITY?

- 1 REDUNDANCY:** A colocation data center partner will be able to provide redundant power, HVAC, and more so you never have to worry about the reliability of your data or equipment.
- 2 SECURITY:** Colocation data centers have multiple checkpoints in place to ensure your data is always safe - sign-in lists, security guards, biometric access points, a “man trap” and cameras in use 24/7.
- 3 CONNECTIVITY:** Modern data centers are also carrier-dense, meaning they have access to many different ISP's so you can choose the carrier or carriers that you prefer so you never have to worry about going offline.

WHY DO FINANCIAL INSTITUTIONS CHOOSE COLOCATION DATA CENTERS?

There are many reasons, but here are a few:

- To meet compliance and Fed/State regulations.
- To back up critical data and systems offsite.
- To outsource data center needs so the focus can remain on immediate, onsite IT needs.
- To exchange a variable CAPEX data center model for a predictable OPEX model.
- To have diverse connectivity options for a multi-location network.

WHY CHOOSE RACK59?

We asked some of our current customers that exact question:

For Robert Poor, VP / Director of IT Chickasaw Community Bank, with RACK59 since 2012, the answer was simple, then the benefits piled up.

"Ease of access from the primary location." Beyond that, Robert liked the security. "You have to be on the list to get in," he said. "Equipment is in both the racks and locked up. Only you can get into your rack. That makes it simple to meet compliance audits. It's also environmentally controlled and power is backed up extensively."

"Our employees love using the tenant space which allows them to have their own office at the data center. RACK59 made it into a working campus for people to work out of the data center and being able to do everything there has been phenomenal. We have 4-7 people who work straight from the facility instead of the bank. We truly have a functioning branch out of the RACK59 campus."

Daniel Ruhl, SVP and Director of IT at Interbank has been with Rack59 for six months. He chose Rack59 because he doesn't like large data centers.

"Big corporate data centers are a PAIN. RACK59 is local and cares about individual customers. They are kind, hospitable, and flexible."

In addition, Ruhl is pleased with the reliability and the number of carriers that RACK59 provides. Ruhl shopped locally, and he said, it's "very easy to access - only an hour away."

"The conference rooms are great to work out of."

Ruhl also explained that he appreciates the ability to access Interbank's equipment after hours. The security team is available to escort us to our cabinets in the evening or earlier morning hours, weekends, and even on holidays. They are all trained to follow the same security processes as what we have come to expect during typical business hours.

HOW RACK59 HAS HELPED CUSTOMERS LIKE ROBERT AND DANIEL

We asked both Robert and Daniel if they could recall a particular event or time that made them especially glad they chose RACK59 as their colocation data center. Here's what they had to say:

"March 13th was the first day we were told we would have to leave the bank due to social distancing guidelines. We shifted our work to our space at RACK59 immediately and the transition was seamless." - Robert

Because they were already set up in the RACK59 facility it was simple and easy to create social distancing while keeping continuity of their bank operations.

"With Rack59, we didn't have to give up any level of security or connectivity. Those that are working out of there now want to stay and don't want to return to the bank."

Daniel had another, more recent experience where he was extremely glad that Interbank had chosen RACK59 for their data center needs. With the intensity of the winter storm of February 2021 coming, many in the region worried about losing power and having critical data go down.

"It was nice not having to worry!" - Daniel

He told us that he knew everything would be taken care of and received excellent communication from the team. That freed him up to deal with the IT issues they were having onsite at their corporate office.

CONCLUSION

Financial institutions need a colocation data center for many reasons, but even more important, you need a trusted partner you can rely upon that has the power, redundancy, and carrier-density to keep your valuable data and networks available 24/7.

RACK59 provides many data center services, plus additional amenities like on-site conference rooms, 24-7 onsite security, a restaurant, and more.

You have heard from two of our financial clients who are glad they chose our local company to provide their data center services. We're proud to have heard that both of their customer service experiences have been nothing but positive as well. This is our goal every day - to exceed your expectations and create the best possible experience for you and your company.

Are you looking for an option to secure and connect your financial institutions' IT infrastructure? We'd love to talk with you. Schedule an in-person or virtual tour of our data center today!