

# Infrastructure Deployment: The Jersey Option

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## ● VENDOR-BASHING FREE ZONE ●

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- To the extent possible, specific datacenter vendors are not identified in this talk.
- With that said, I will share how my company selects infrastructure providers, using public data sources.
- This talk does not constitute legal advice, and should not replace your own due diligence processes.
- Please keep Q&A topical and respectful. This is an opportunity to ask questions and share experiences, not to promote (or put down) any companies.

## ● WHY MOVE FROM NYC TO NJ ●

- New purpose-built buildings, as opposed to retrofitted office buildings
  - Perimeter security
  - Better cooling options
  - Higher power density, with “2n” redundancy
- Easier deployment logistics: loading docks, shipping & receiving
- Resilience from flooding and associated outages
- Lower carrying costs, less expensive labor
- Still close enough to NYC to satisfy (e.g. FinTech, AdTech, CDN, gaming) proximity demands
- Far enough away to meet (some) DR requirements
- *Though New Jersey is a larger multi-tenant datacenter market, and my area of expertise, the same can be said of upstate NY, Long Island, CT...*

● EXPECTATION VS. REALITY ●

**THERE ARE NO CATS IN SECAUCUS**

**AND THE CROSS-CONNECTS ARE FREE**

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## ● HIDDEN PITFALLS TO AVOID ●

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- Flooding is still a concern
- Strong perimeter security (e.g. locked gates) is possible, but too often overlooked
- Entrance diversity is still a concern
- Aerial fiber
- SPOFs around interconnection, meet-me areas
- “Tethering” can be difficult and expensive until you build scale

# FLOODING CONCERN



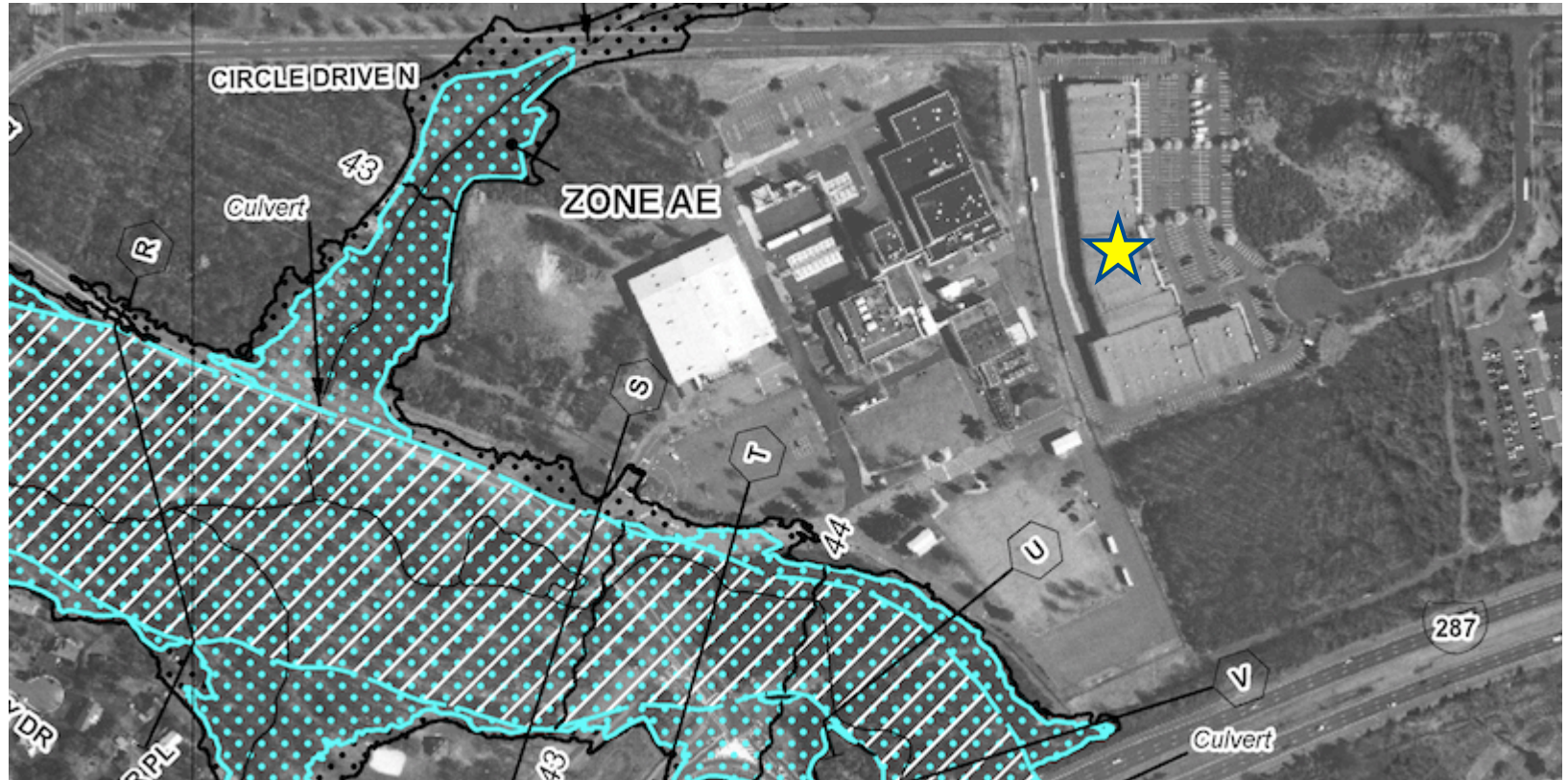
Source: FEMA, <https://msc.fema.gov/>

## FLOODING CONCERN





## HIGHER GROUND



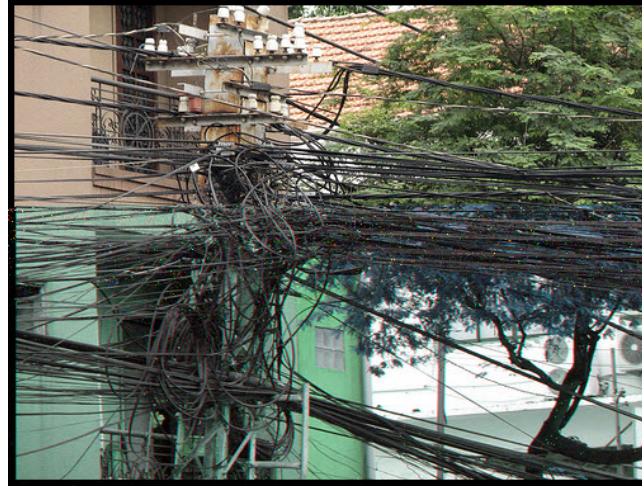




## ● WORLD-FAMOUS AERIAL CABLE ●



DELHI



HO CHI MINH CITY



SECAUCUS

# ● MORE FIBER FOR YOUR DIET ●





## ● MORE FIBER FOR YOUR DIET ●



“Car strikes utility pole, sparks fire at Saddle Brook home” -  
NorthJersey.com, 7/15/2016

## ● INTERCONNECTION PROBLEMS ●



(Source: Google Street View,  
popular MMR location)

- Lack of interconnection in NJ among large “tier-1” and “tier-2” network operators, thus Manhattan problem remains
- Not heard of internationally, everyone still wants to be in 111 8th or 60 Hudson
- Critical dependencies on NYC for core network, long-haul transport circuits
- Critical dependencies on single MMRs with limited power redundancy
- *Most of these problems can be eliminated through careful planning and due diligence, but are often not....*



**Thank you!**

**ありがとうございました!**