5 Reasons to Move Your Server to a Data Center

When your business depends on consistent uptime and safe data storage, you need to keep your servers safe. In an era of readily available cloud technology and virtualization, you have a lot of options to choose from. We're here to show you why you should move your server to a data center.

Protection against natural and manmade disasters

When you choose somewhere to store your data, you probably do so while thinking about how to keep it safe from cybercriminals. It's important that you guard it against natural and manmade disasters too.

Between 1995 and 2017, there were 36 hurricanes in the United States. Of those, 13 were considered to be major hurricanes. Major hurricanes have the potential to wreak havoc and are known for their ability to destroy buildings. Other adverse events that can be destructive include forest fires, tornadoes, and floods.

With each natural and manmade disaster, there's a risk that the organization storing your data will suffer. If their servers are fried because of a fire or flood, you won't be able to recover the data that's held there.

In contrast, a data center that's underground will guard your data against such disasters. As a result, you won't find yourself facing losses that are impossible to recover from.

All data storage facilities are kept cool

Although most servers are tough, they can't withstand high temperatures. If your servers overheat, they're prone to power losses, they have a shorter lifespan, and sometimes they fail altogether.

If a server's power loss occurs before your data updates, that means you'll lose the work you completed. Depending on how regular your updates are, those losses can become quite costly. If a server fails altogether, you'll lose all the data you rely on for day-to-day operations.

A great data center will do everything in its power to keep your servers cold. This usually means placing hardware in areas that benefit from cooling insulation. Additionally, they'll use cooling units and chilling systems to maintain a stable temperature and reduce humidity. As a result of all this, you don't need to worry about massive hardware losses because of badly treated servers.

A better chance of maintaining uptime

When was the last time you had to battle unplanned downtime? On average, it costs $9,000. If you're really unfortunate, the price tag rises to just under $2.5 million.
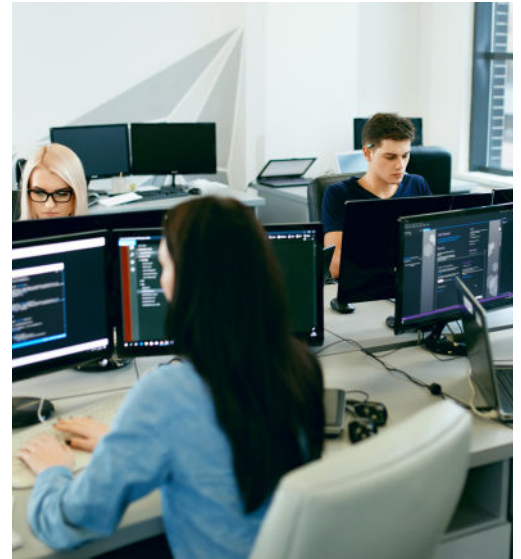

As entities that are separate from your company, data centers are managed in isolation. When they have unparalleled levels of safety and maintenance, they'll prevent unplanned downtime. Preventing unplanned downtime achieves more than protecting your budget. It can guard your reputation, help you make progress with ongoing projects, and preserve any equipment that relies on the server.

A human presence guarding your data

Your data exists under the threat of human interference too. Although cybercriminals largely operate online, that doesn't mean you're free from those looking for offline ways to access your data. Depending on the nature of the business you work in, you may need to guard yourself against sabotage too.

When you host your servers in your building, you'll need to provide around-the-clock security to keep them safe. Depending on the size of your business, this may not be feasible.

$9,000

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– CXOVoice

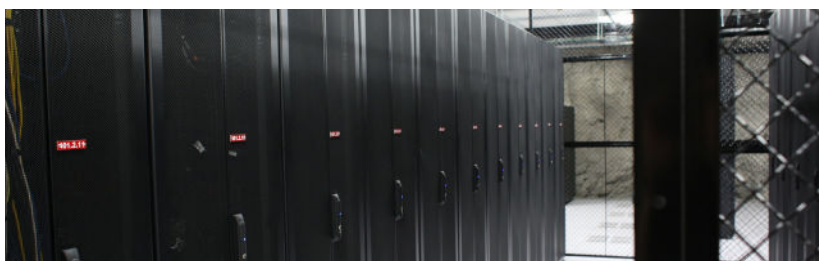**"…around half of all cyberattacks are aimed at small businesses."**

– CPO Magazine

In contrast, data centers are in the business of keeping data safe. This means they have a consistent security guard presence. It's important to find one who will perform visual inspections of your servers. In addition to looking for signs of sabotage and interference, they can spot other problems that may pose a threat.

Peace of mind when it comes to your data

According to some statistics, around half of all cyberattacks are aimed at small businesses. This probably happens with the assumption that small business owners aren't keeping their data as safe as bigger organizations.

Naturally, IT costs can soon rise when you're running a small business. Although you may not have the same spending power as larger organizations, you still have a responsibility to keep your clients' data safe.

Using a data center allows you to achieve large corporation-level data protection, at a fraction of the price. If you're a small to medium-sized business owner, this may provide you with some peace of mind. Knowing that you're doing everything you can to keep your servers safe without ruining your budget gives you the freedom to focus on other aspects of your business.

How 85 Under achieves data center excellence

At 85 Under, our data center draws its name from our unique offering: we're located 85 feet under solid limestone rock. This immediately places us at an advantage when it comes to natural and manmade disasters, as we're far away from floods, fires, and hurricanes.

To stop servers from frying, we maintain a consistent year-round temperature of 64 to 68 degrees Fahrenheit. We use redundant cooling units and chilled water delivery systems to achieve this. Thanks to our consistent on-site human presence, you don't need to worry about our cooling systems failing.

When it comes to security, we're difficult to beat. We employ the following security measures to keep your data safe:

- **SOC 2 Type 2 Certification**
- **Located on a private street that the public is blocked from accessing**
- **We have above and below ground security guards 24/7**
- **Security guards perform visual inspections throughout the day**

Although being 85 feet under solid limestone provides a lot of protection, we've decided to take things a step further. We've achieved this with:

- **FM-200 fire suppression systems**
- **Interlock zone sprinklers in each common area**
- **Air sampling systems that detect air ionization**
- **Hot aisle and cold aisle containment for assuring operational efficiency**
- **Substations that are backed up with two (2) MW generators**

When it comes to protecting your servers, you don't want to leave anything to chance. By finding a data center that takes its job seriously, you guard your bottom line and maintain your reputation.

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