



## GPX - “True” Carrier Neutrality

Many data centers market themselves as carrier neutral when in fact they are not.

### A “true” carrier neutral data center is:

- Not owned, either in whole or in part, by a Telco company, ISP, cable company, or hardware / software vendor
- Does not sell or bundle bandwidth, managed services, or vendor hardware with their product offerings
- Does not have any exclusive or strategic relationships with carriers, ISPs, or hardware/software vendors
- Offers only colocation, power, cooling, security, cross connections, and basic technical support
- Has the vast majority of the markets carriers and ISPs physical POPs and routers installed within the data center
- Has excellent connectivity to the vast majority of Telco companies and ISPs within the market
- Has a structured cabling network allowing any customer to seamlessly connect to any carrier within the data center over several media types (CAT 6, Fiber Optic, etc.)

### Benefits of colocating in a “true” carrier neutral data center:

- Customers are not captive to any one carrier or ISP and can negotiate the best pricing and best service levels (SLAs), allowing them to build **very cost effective and highly reliable** networks
- Customers can purchase equipment from any vendor allowing them to **negotiate** best pricing and best service levels (SLAs)
- The carrier/ISP contract for services is *owned* and *controlled* by the customer
- Customers can use multiple Telcos, ISPs and vendors for **diversity and redundancy**
- Customers can **change** carriers/ISPs at any time without moving equipment or disrupting critical services
- The data center owner or operator is **free from possible conflict of interest** that might arise from an affiliation with ISPs, vendors, or carriers



- The data center owner or operator's only motivation is to work with the customer to develop the most **cost effective, reliable, and scalable** solution which meets customers business requirements
- The data center owner or operator's works exclusively with customers to assist them in developing the **best technology solutions** that meets their needs
- Customers can collocate in **one physical location** to access all carriers and easily migrate between carriers as business dictates