



Unlocking low-latency infrastructure from core to edge

How Flexential interconnected data centers **bring performance closer** to your customers



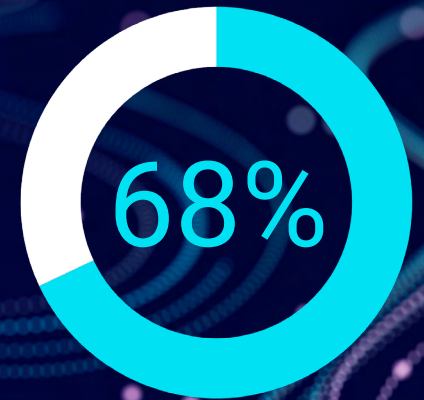
The digital world no longer revolves around a single core

In today's always-on economy, business success depends on the speed and intelligence of your digital infrastructure. As organizations expand their operations, add connected devices, and deliver increasingly data-rich experiences, traditional centralized data centers struggle to keep pace.

Edge computing changes that equation. By moving compute, storage, and intelligence closer to where data is created, edge infrastructure enables near-instant responsiveness, reduces network strain, and improves the reliability of digital services. The result is faster decision-making, greater agility, and a stronger competitive edge.

According to 451 Research, 68% of enterprises increased their edge computing spending in the past year—proof that organizations are shifting from experimentation to strategic investment. The edge is no longer a future consideration; it's a critical business enabler today.

Discover how edge-ready data centers and interconnection solutions are redefining what's possible for performance and innovation.



"The fact that 68% of organizations have increased edge spending over the past year underscores a pivotal shift in IT priorities—one that aligns with our commitment to delivering high-performance, low-latency infrastructure at the edge."

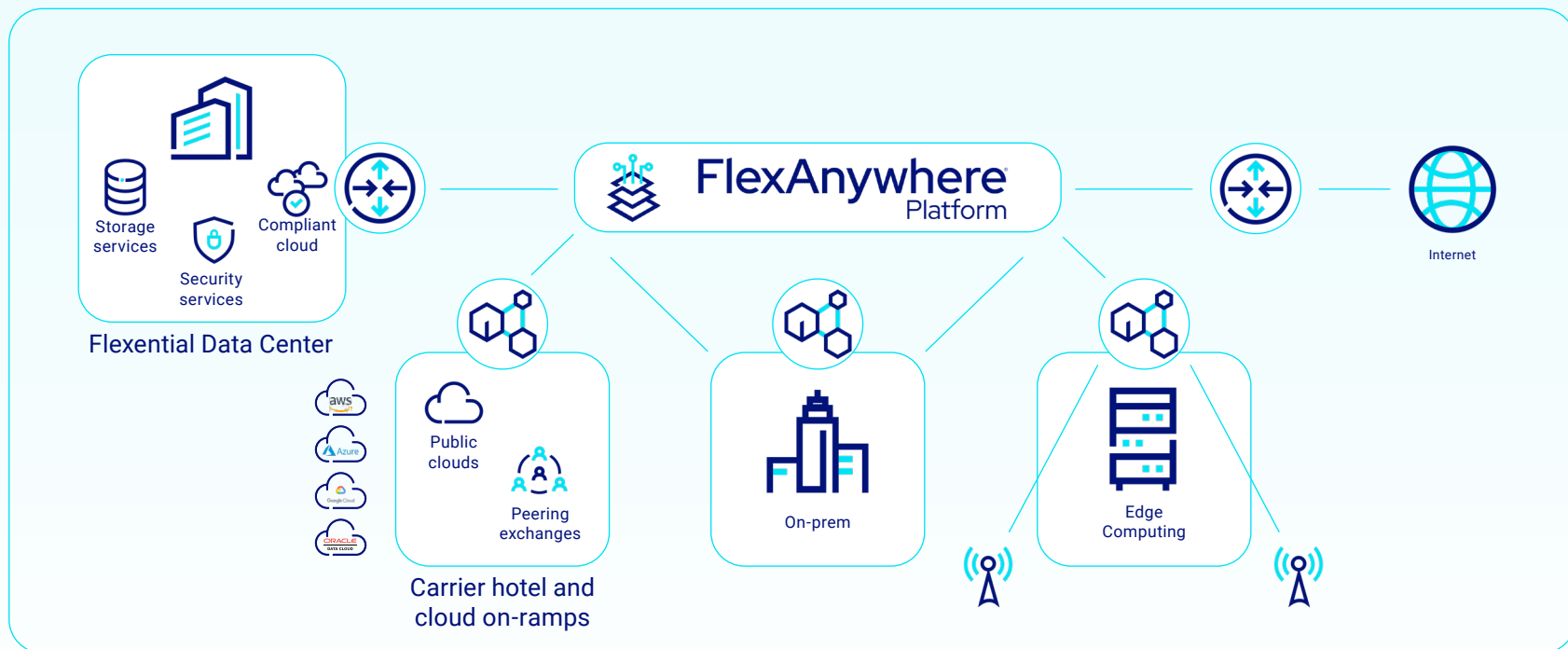
**—Industry Trends Report:
Edge imperative impacts
infrastructure spending**

Bringing performance closer to your data—and your customers

At its core, edge computing is about location and latency. Instead of sending all data back to a distant cloud or central facility, edge architectures process it locally, closer to the user, the device, or the transaction. This proximity minimizes delay, accelerates insight, and keeps mission-critical workloads running smoothly even when connectivity is strained.

What began as a method to deliver web content faster has evolved into a cornerstone of digital transformation. Today, edge computing supports advanced business models—from autonomous logistics and connected healthcare to immersive customer experiences.

The Flexential interconnected ecosystem of colocation, cloud, and interconnection solutions **bridges the gap between the core and the edge**, empowering enterprises to deploy workloads exactly where they perform best.



Why leading enterprises are rethinking infrastructure at the edge

Modern business runs on responsiveness. Whether optimizing supply chains, powering digital storefronts, or delivering personalized experiences, latency can be the difference between success and missed opportunity.

Edge computing directly addresses these challenges by enabling:

- **Enhanced customer experiences:** Forty percent of organizations use edge computing to make interactions faster, more personalized, and more reliable.
- **Operational efficiency:** Real-time analytics and automation streamline operations, reduce costs, and increase uptime.
- **Scalability and innovation:** Edge environments support rapid deployment of new applications and technologies.
- **Resilience and compliance:** Localized processing reduces risk and simplifies data governance.

Edge computing isn't just about geography—it's about immediacy.

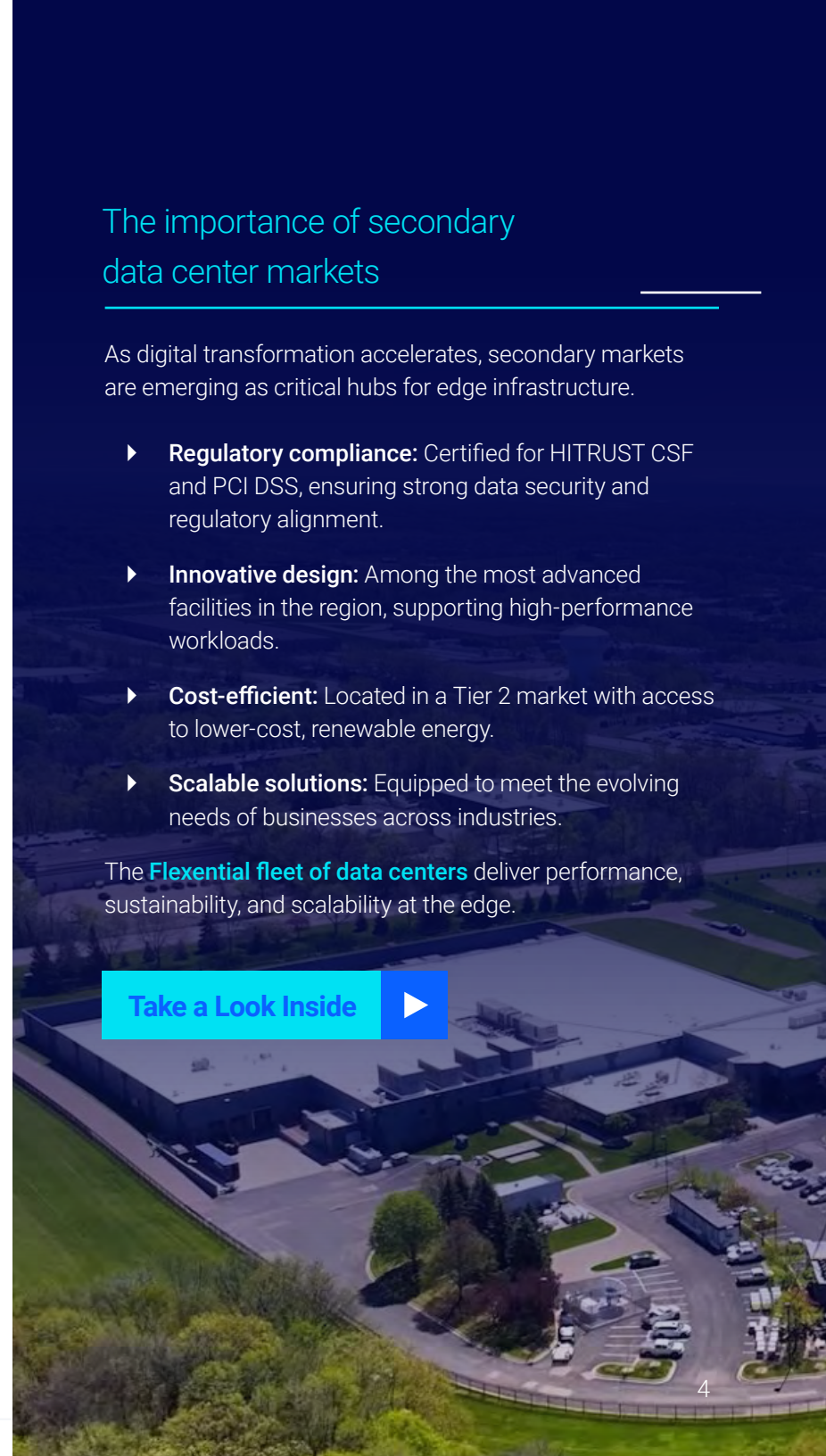
The importance of secondary data center markets

As digital transformation accelerates, secondary markets are emerging as critical hubs for edge infrastructure.

- ▶ **Regulatory compliance:** Certified for HITRUST CSF and PCI DSS, ensuring strong data security and regulatory alignment.
- ▶ **Innovative design:** Among the most advanced facilities in the region, supporting high-performance workloads.
- ▶ **Cost-efficient:** Located in a Tier 2 market with access to lower-cost, renewable energy.
- ▶ **Scalable solutions:** Equipped to meet the evolving needs of businesses across industries.

The **Flexential fleet of data centers** deliver performance, sustainability, and scalability at the edge.

Take a Look Inside



Four steps to create your edge advantage

Building an edge strategy starts with clarity. It's not about following a trend—it's about aligning technology with business priorities.

1

Define your objectives. Decide what outcomes matter most: improved customer experience, reduced latency, or cost optimization.

2

Map your data flow. Identify where data is generated and how it moves across your ecosystem. Pinpoint opportunities to process information closer to its source.

3

Choose the right partners. Look for providers with interconnected networks, hybrid cloud capabilities, and secure on-ramps to hyperscale clouds.

4

Plan for evolution. Edge strategies should be flexible enough to support new workloads, regulatory shifts, and growth.

Workload and data where they're needed

The growth of enterprise applications, IoT, and Big Data drives the next tech phase. As data grows exponentially, your connectivity and infrastructure needs will also evolve.

[Flexential Interconnection](#) offers the flexibility to dynamically modify your IT infrastructure by providing the tools to move data and computing to the edge, seamlessly integrate new technologies, and elastically scale capacity.

What makes edge infrastructure work

A successful edge approach combines proximity, connectivity, and control. Each component plays a vital role:

- **Interconnection:** Secure, high-speed pathways between core, cloud, and edge environments.
- **Colocation:** Reliable, scalable facilities positioned close to end users for performance and compliance.
- **Data protection:** Built-in redundancy and recovery to strengthen uptime and resilience.
- **Automation and visibility:** Real-time monitoring and orchestration across distributed sites.
- **Sustainability:** Energy-efficient operations that align with corporate ESG commitments.

Reliable, low-latency connectivity isn't just about speed—it's about impact. By deploying infrastructure closer to where data is created and consumed, organizations gain the responsiveness needed to act in real time, whether serving customers, saving lives, or powering next-generation digital services.

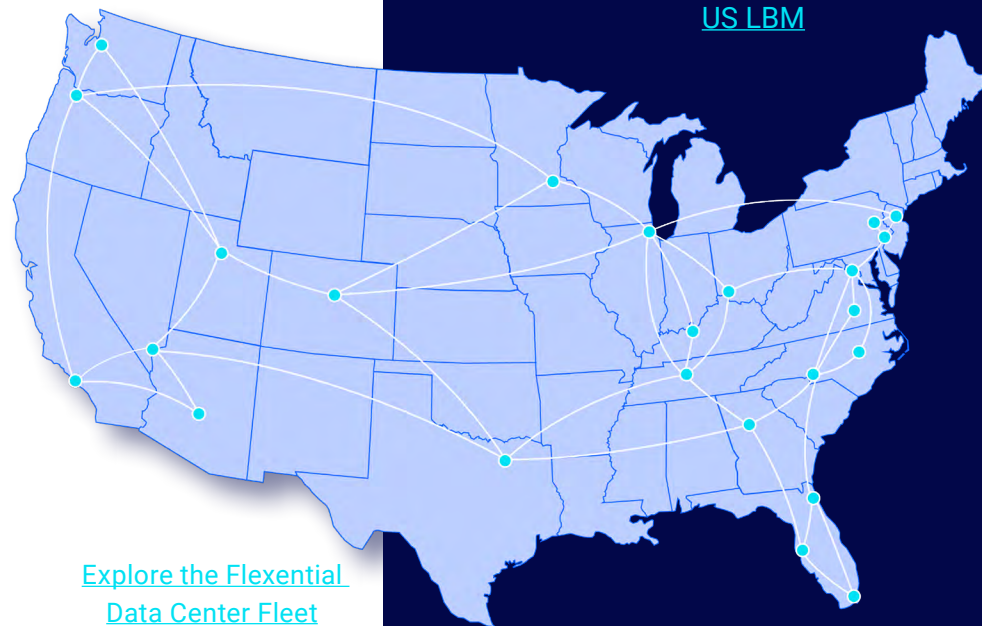
With **40+ data centers and a 100+ Gbps national backbone**, Flexential delivers consistent low-latency connectivity—wherever your business operates.



Simplifying network architecture to eliminate downtime and support business growth

"Our journey was about simplicity. Our previous network infrastructure did not allow for growth, resulting in time-consuming oversight from our IT team and frequent disruptions. Our goal was to build a seamless, flexible solution so we could refocus valuable time."

—Ryan Wallace,
Director of Network Operations,
[US LBM](#)



[Explore the Flexential
Data Center Fleet](#)

Performance meets proximity across industries

Edge computing brings measurable impact across industries:



Retail: Real-time analytics drive instant inventory updates and personalized offers.



Healthcare: Local data processing supports telehealth, imaging, and rapid diagnostics.



Manufacturing: Predictive maintenance and automation minimize downtime and boost productivity.



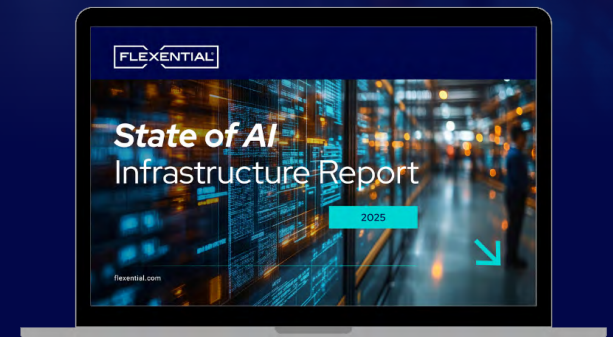
Media and entertainment: Edge-enabled delivery supports smooth, low-latency streaming experiences.

Each of these examples shares a common theme: business performance improves when data, infrastructure, and users are closer together. **When latency drops, efficiency—and customer satisfaction—rise.**



“37% of organizations are using third-party colocation data centers to process data closer to the edge of the network and reduce performance issues for their AI applications or workloads.”

—Flexential
[State of AI Infrastructure Report](#)



Your infrastructure, evolved for what's next

Edge computing is redefining what's possible in a connected world. As data grows and workloads diversify, distributed infrastructure will determine how quickly and securely organizations can innovate.

Flexential empowers businesses to move faster and think bigger through secure, scalable, and interconnected data centers that bring performance closer to your customers—wherever they are.

Ready to move performance closer to your customers?

Explore how the Flexential nationwide network of interconnected data centers can power your edge strategy.

[Schedule a Consultation](#)

