

Kira Greenlee

Flash Research Paper #1

\$25,670,304, that's how much money the company is currently losing operating this company at a "Tier 1" data center every year. By using a "Tier 1" facility, the company is essentially hurting itself, constantly worrying when those average twenty-eight hours of down time that stops production, shipping, and processing a year are going to come. This loss can be cut by almost 95% by upgrading this company to a "Tier 3" system. A "Tier 3" data center is designed more specifically for larger businesses with an average downtime of two hours per year cutting losses from "Tier 1"'s \$25 million dollars, to less than "Tier 3"'s \$2 million dollars. Over the next three years, this can save the company nearly \$72 million dollars.

A "Tier 3" data center is structured more efficiently than the "Tier 1". A "Tier 1" data center runs without redundancy components, which are back up computer and network system components in case the one running currently fails. Not only does a "Tier 3" data center run with redundant components, but it is designed with multiple cooling distribution paths to ensure that the data center is not overheating which would cause downtime. The "Tier 3" data center is also concurrently maintainable meaning that, if needed, maintenance could be run on this technology without pulling the data center offline and causing more downtime. The capabilities of the "Tier 3" data center will give the company to have a competitive edge by reducing downtime and increase business production and ultimately revenue and profit.

Currently, when the "Tier 1" data center is down this costs the company nearly \$888,000 every hour. The downtime is almost always caused by the use of faulty, older systems and could be prevented by an upgraded data center. In continuing your use of this data center over the next three years, this company is looking at an ultimate loss of \$77,010,912 in downtime. The opportunity to save \$23 million a year by means of an investment of only \$35 million, which is half of what your company's loss is at a "Tier 1" data center, is something that should not be looked over. By increasing the company's efficiency while reducing costs, the "Tier 3" data center will increase the business's profits during the uptime that was not available to this company in the past.

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