# Global Data Center Survey Delivers Major Media Interest
## *Coverage Highlights Uptime Institute's Reach, Knowledge and Insight*

## Uptime Institute™

**Uptime Institute** is the IT industry's most trusted and adopted global standard for the proper design, build and operation of data centers – the backbone of the digital economy. For more than 20 years, Uptime has been providing customers with the assurance that their digital infrastructure can support their business needs, across a wide array of operating conditions. Uptime helps thousands of organizations optimize critical IT assets while managing costs, resources and efficiency.

### SAMPLE LAUNCH ARTICLES:

TechRepublic: Report – Despite Cloud Growth, On Premise Data Centers Still Dominate Enterprise Compute

CIO: 65% of Enterprise Workloads Still in On-Premises Data Centers, Study Finds

Computer Weekly: Uptime Institute Research – 65% of Enterprise Applications Still Run in Private Datacenters

SearchDataCenter: IT Still Needs the Tried-and-True On-Premise Data Center

ZDNet: Cloud v. Data Center – Key Trends for IT Decision-Makers

IT Business Edge: Cloud Growth Slows, Slightly

### USING DATA TO DRIVE AWARENESS

**Reinforcing the reputation of the world's leading data center authority:** In addition to providing the de facto global standard for the readiness and reliability of data centers, Uptime Institute has long-established relationships with data center owners and operators around the world. Since 2011, Uptime has used its access to senior decision makers to publish an annual survey that provides key insights into enterprise IT trends. This survey report represents a major opportunity to position the institute as the leading authority with media on the business and technology forces shaping the data center industry.

**Highlighting the data that matters:** As with any annual survey, in order to drive sustained media interest, it's critical to tell a fresh story about trends and shifts in the industry. In the case of Uptime Institute's 2017 Survey, the key nugget of information was an insight that seemed to contradict the conventional wisdom in the industry; namely that cloud computing is now the dominant force in IT. Voxus focused its outreach to media around the fact that the enterprise-owned data centers continue to represent the lion's share of computing resources for most organizations.

**Choosing the right media targets for maximum impact:** Voxus aggressively reached out to data center-specific and horizontal technology outlets, offering them the opportunity to take a deeper dive into the survey findings with an Uptime Institute executive. The results were fantastic, resulting in **63** original feature articles. Publications included:

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| CIO Drive | SearchDataCenter | Disaster Recovery Journal |
| Information Age | The Register | Linux.com |
| FedTech Magazine | TechRepublic | Computer Weekly |
| Enterprise Tech | CloudTech | AWS Insider |
| Data Economy | IDG Connect | Mission Critical Magazine |
| Network World | ZDNet | Data Center Knowledge |
| IT Pro Portal | Talkin' Cloud | Construction Global |
| IT Business Edge | TMCNet | Business Review |
| CIO Insight | CIO | ITWorld |
| Associations Now | InformationWeek | Virtualization Review |
| Enterprise Systems | Computerworld | siliconANGLE |
| Facility Executive | Developer.com | PC World |

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