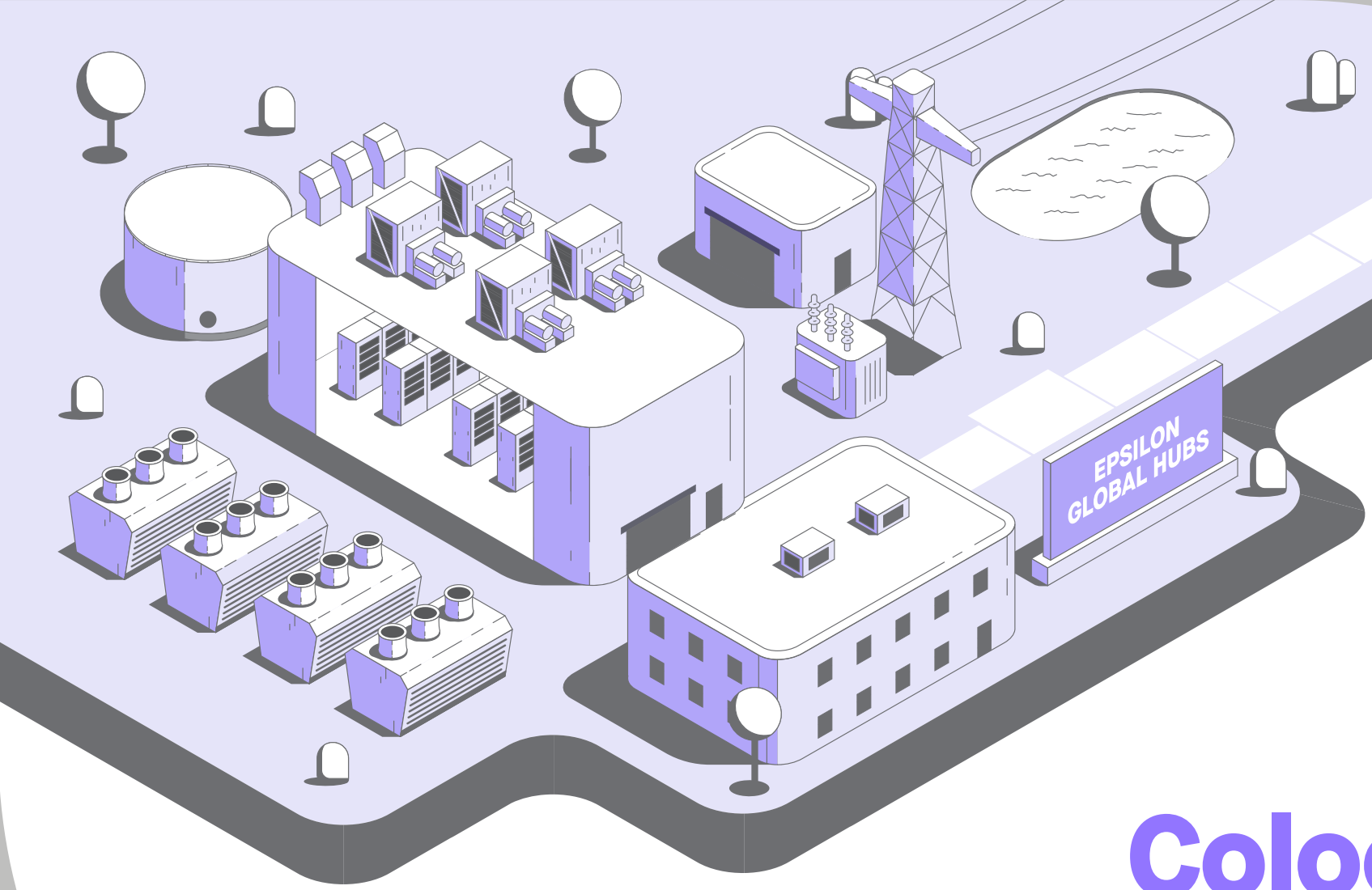


Colocation: The Proximity Advantage

Why location deserves a place on your colocation checklist

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The Checklist, Revisited

When choosing a colocation facility, most checklists focus on power, resilience, security and connectivity. Of course, these are the right places to start, but they're not the whole picture.

The usual checklist

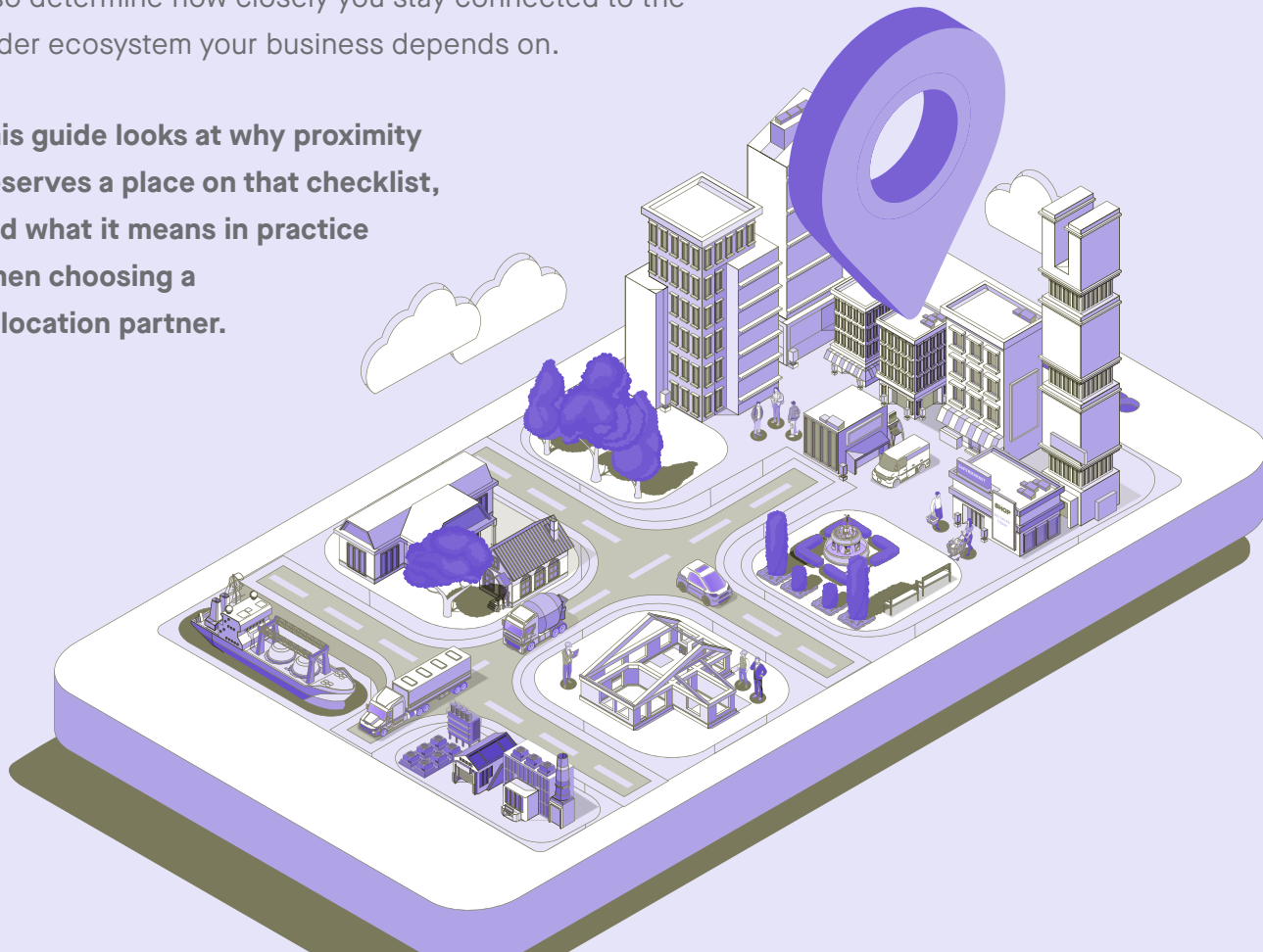
- [x] **Power**
- [x] **Resilience**
- [x] **Security**
- [x] **Connectivity**
- [ ] **Location**

The often-overlooked consideration

The physical distance between your business locations, applications, users and data centre can also affect performance, reliability, cost and operational efficiency.

The location of your infrastructure can influence everything from network latency and connectivity to hands-on access, data sovereignty and disaster recovery. It can also determine how closely you stay connected to the wider ecosystem your business depends on.

This guide looks at why proximity deserves a place on that checklist, and what it means in practice when choosing a colocation partner.



Why Distance Quietly Matters
Performance · Resilience · Accessibility

The distance between your infrastructure and the people, applications and networks it serves can have practical consequences. A data centre closer to users, business locations and key network destinations can help reduce latency, shorten network routes and support more consistent application performance.



Location also matters when infrastructure needs to be accessed, moved or recovered. A nearby facility can simplify hands-on work and operational coordination, while geographically separate sites can support disaster recovery strategies when paired with strong connectivity between them.

Proximity isn't simply about being closer. It's about choosing a location that supports the performance, resilience, accessibility and operational requirements of your infrastructure.



Benefit #1
Performance Starts with Location

The closer your infrastructure is to the users, applications and networks it serves, the shorter the distance data needs to travel. This can help reduce latency and network hops, supporting faster response times and more consistent performance.

This is particularly relevant for latency-sensitive applications such as financial systems, voice and collaboration services, interactive applications and workloads that depend on real-time data exchange.

Choosing a strategically located facility can therefore make proximity a network consideration as well as a physical one, particularly when performance and responsiveness are critical.



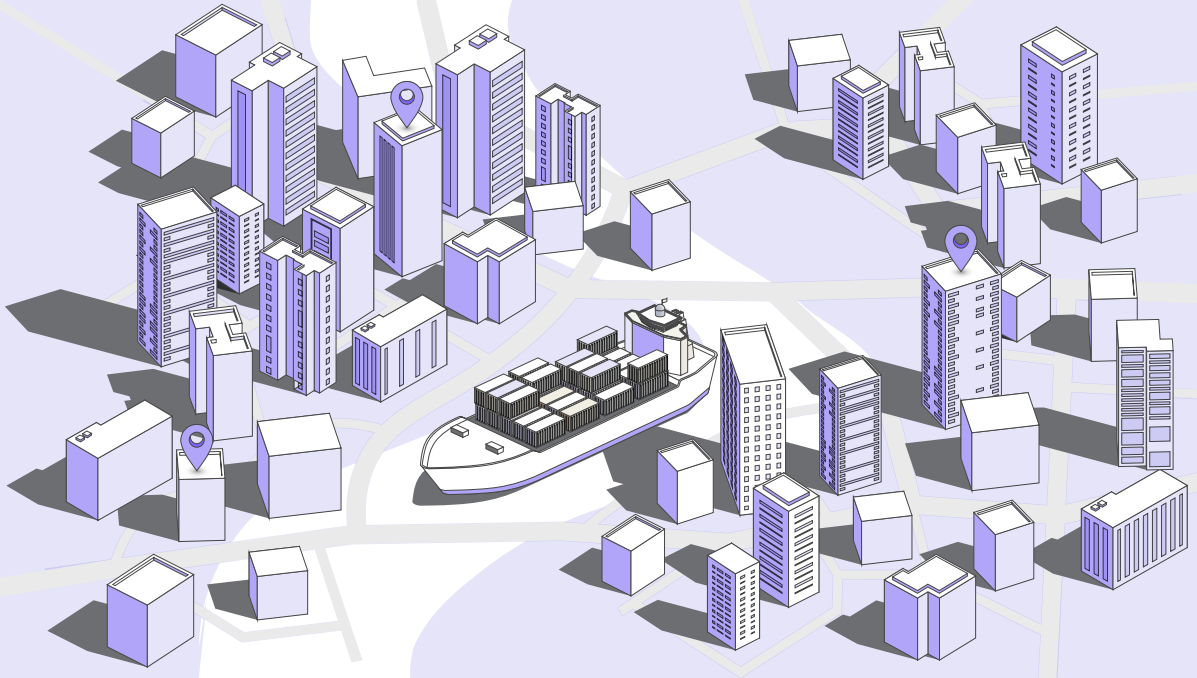
Benefit #2
Faster Hands-on Access When It Counts

For businesses running hybrid environments or hosting their own hardware, hands-on access still matters. Remote hands can cover many tasks, but hardware swaps, complex migrations and compliance audits may still benefit from having your own team on-site.

When the facility is nearby, that presence is easier to arrange. A short visit can replace lengthy travel and coordination, giving your team greater control over critical hands-on work.

Over the life of a deployment, that convenience can add up to fewer scheduling challenges, faster response and less operational friction.

Benefit #3
Connected to the Ecosystem Around You



Being close to a city's financial and technology corridors puts your infrastructure within easier reach of the wider ecosystem your operations depend on, from carriers and cloud providers to partners, customers and technical teams.

For financial services, fintech and trading firms, that can mean staying close to technical partners and stakeholders who may occasionally need on-site access. For startups and scaleups, it means keeping infrastructure near the teams and partners they work alongside day to day, rather than placing it somewhere inconvenient. For media, gaming and other digital businesses, it means reliable infrastructure and high-capacity connectivity close to where the actual work happens.

A well-connected location can also make it easier to reach major carriers, internet exchanges and cloud platforms, giving businesses more options as their connectivity requirements evolve.

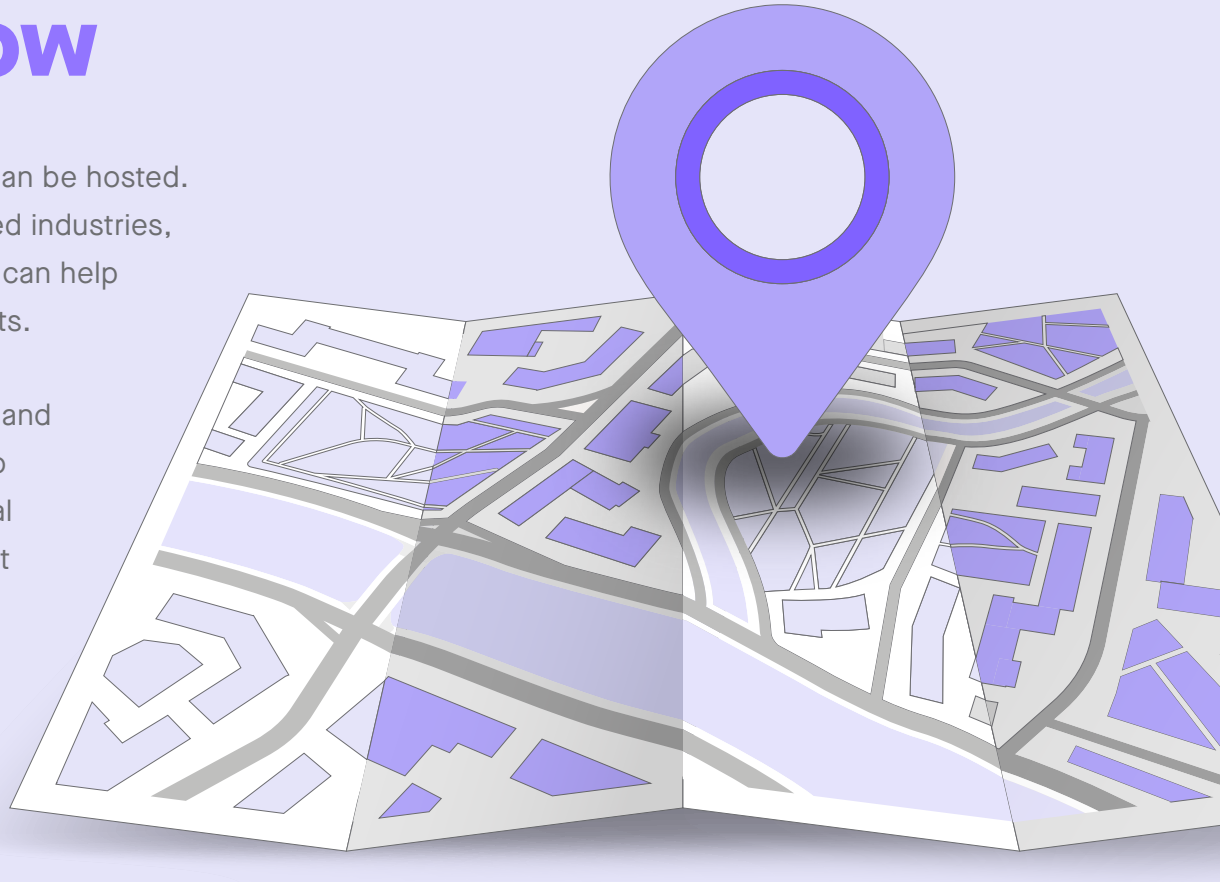
Choosing the right location isn't only about the rack space itself. It's about staying connected to the ecosystem your business already depends on.

Benefit #4
Meet Today's Requirements, Prepare for Tomorrow

Location can also determine where your infrastructure and data can be hosted. For organisations operating across different countries or regulated industries, choosing a facility within the appropriate geographic boundaries can help support data sovereignty, regulatory and compliance requirements.

Geographic diversity can also play an important role in resilience and disaster recovery. Primary and backup infrastructure may need to be located far enough apart to reduce exposure to the same local disruption, while remaining sufficiently well connected to support recovery when needed.

The right location therefore needs to balance accessibility with strategic separation. It should support the requirements you have today while giving you flexibility as your infrastructure, regulatory obligations and resilience strategy evolve.



Epsilon's Colocation Facilities

Our colocation facilities are positioned within the technology, business and connectivity hubs, keeping your infrastructure close to where it matters.



Singapore

Located in New Tech Park and Techlink, within Singapore's established technology and connectivity ecosystem



Hong Kong

Located within one of Asia's major international connectivity hubs, with access to a dense ecosystem of carriers and cloud providers



London

Located at Telephone House in the Shoreditch and Old Street technology corridor, close to the City of London and leading technology, fintech and creative businesses



New York

Located in leading telecommunications facilities in Manhattan, with access to the New York metro area and domestic and international connectivity



South Korea

Strategically located in Seoul, within South Korea's major ecosystem of data centres, cloud providers and internet exchanges

Across these locations, Epsilon combines accessible facilities with carrier-neutral environments and connectivity to Epsilon's wider network through Infiny.

What to Look for in A Colocation Partner

A few considerations are worth weighing carefully before committing to a colocation partner, proximity included among them.

Location and accessibility

Choose a facility your team or trusted partners can reach easily, ideally within the ecosystem your business already depends on

Network performance and connectivity

Consider proximity to users, business locations, carriers, internet exchanges and cloud providers, particularly for latency-sensitive applications

Physical and digital security

Look for resilient power, multi-layered security and climate-controlled environments, backed by recognised accreditations and certifications

Data sovereignty and compliance

Ensure the facility's location supports applicable data residency, regulatory and jurisdictional requirements

Resilience and disaster recovery

Consider how the facility fits into your wider resilience strategy, including the geographic separation and connectivity of primary and backup infrastructure

Scalability and flexible terms

Your requirements are unlikely to stay the same over time. Look for commercial flexibility that lets you scale without over-provisioning infrastructure today

Interconnect ecosystem

Look for an environment that enables efficient connections to other data centres, public clouds and internet exchange points

Service experience and support

24/7 support and remote hands should complement your physical access, particularly when your own team cannot be on-site

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Interconnecting Your World:
20+ Years of Colocation Experience

Epsilon Telecommunications is a leading global software-defined network provider that offers a comprehensive suite of end-to-end connectivity and communication solutions, including colocation services, to the world's largest carriers and organisations.

With Infiny, our Network-as-a-Service (NaaS) platform, customers can provision on-demand connectivity across Epsilon's global network and connect to colocation facilities, cloud providers and other critical infrastructure.

Combined with our global network across Europe, the Middle East, the United States and Asia, Epsilon provides the reach and agility to interconnect your digital world.

Ready to discuss Colocation?

Talk to an Expert →

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