



Interxion Nordic

HOW DIGITALIZATION IS FORMING NEW DEMANDS

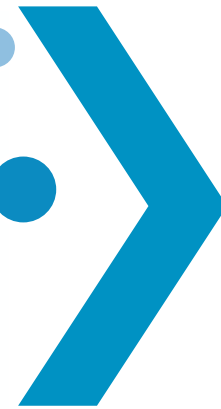
Peder Bank, MD Interxion Nordic

Gartner® DEFINITION OF DIGITALIZATION

Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business.



Devices



Big Data



Digital
Companies

WHO AM I?



Peder Bank

Managing Director, Interxion Nordic

Often used by the media as an "expert" whenever the topic lands on IT/data centres.

- Joined Interxion in 2000
- Part of the Interxion European leader-group
- Father, grandfather and sailor

WHO IS INTERXION?

+700 employees (50 Nordic)
Yearly turnover +400 mio €
125,000 sqm data centre (13,000 sqm Nordic)

Nordic numbers

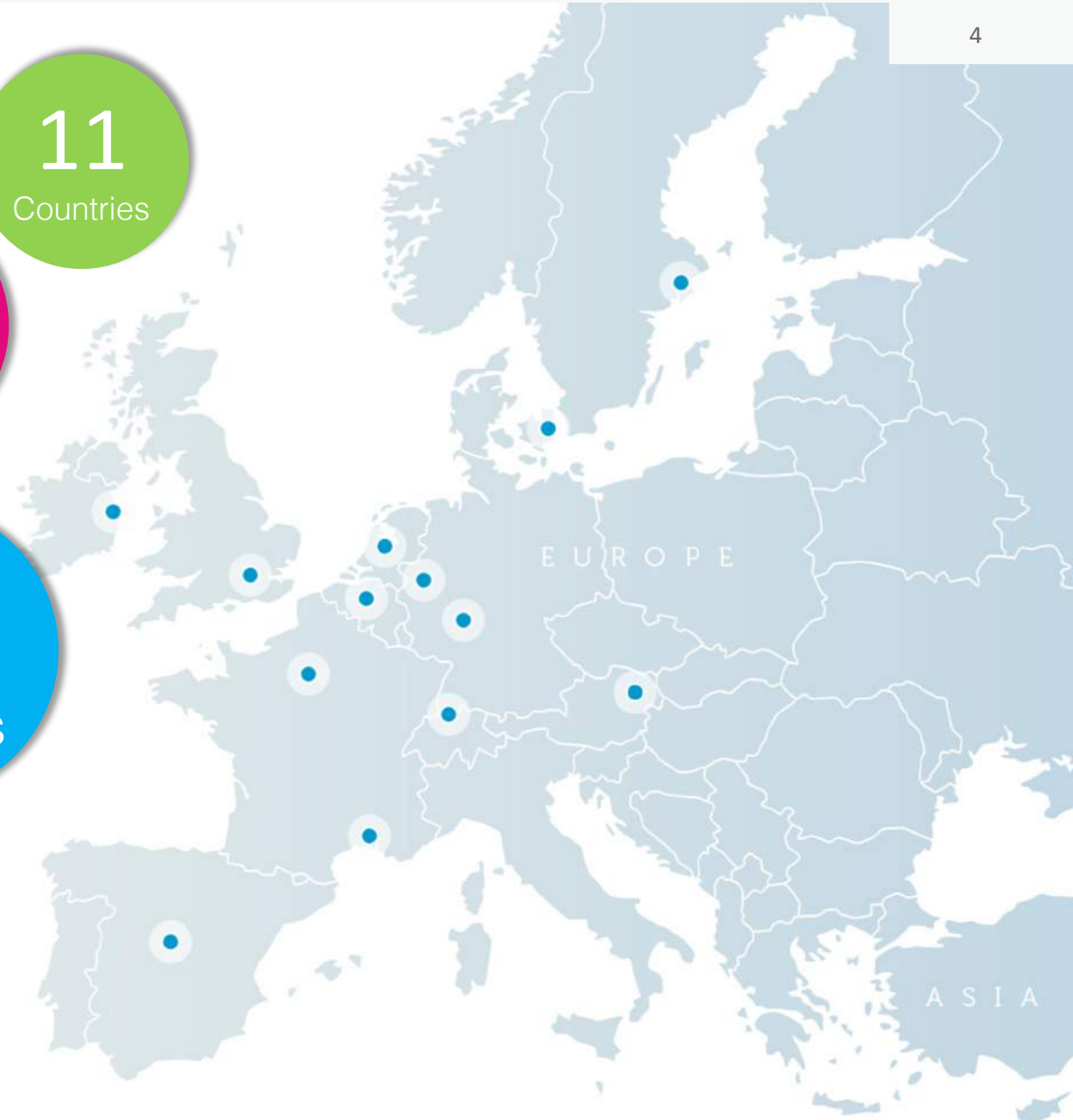
+110 Carriers
6 Internet Exchanges
+100 Service Providers

11
Countries

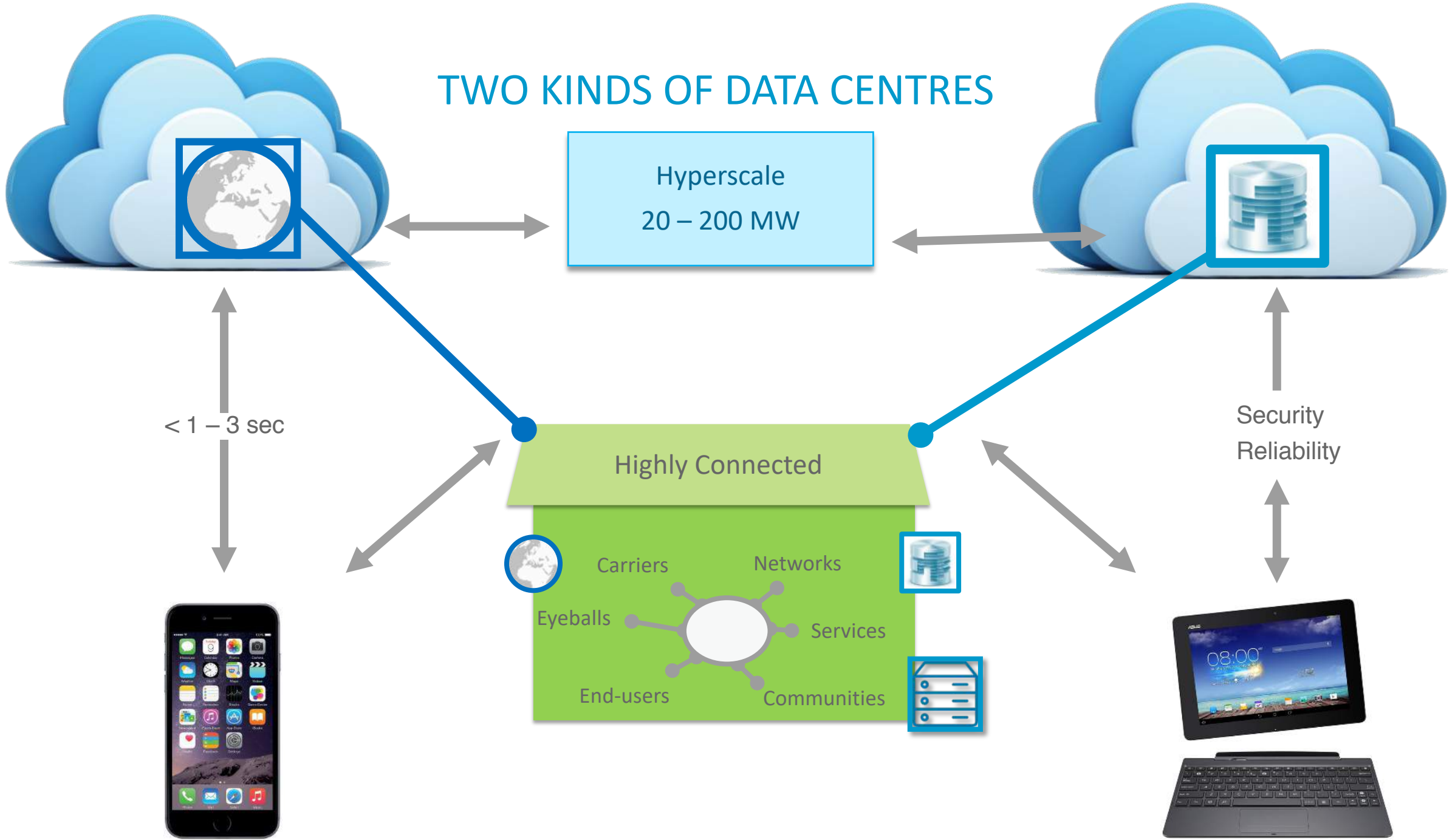
13
Cities

+50
Data
Centres

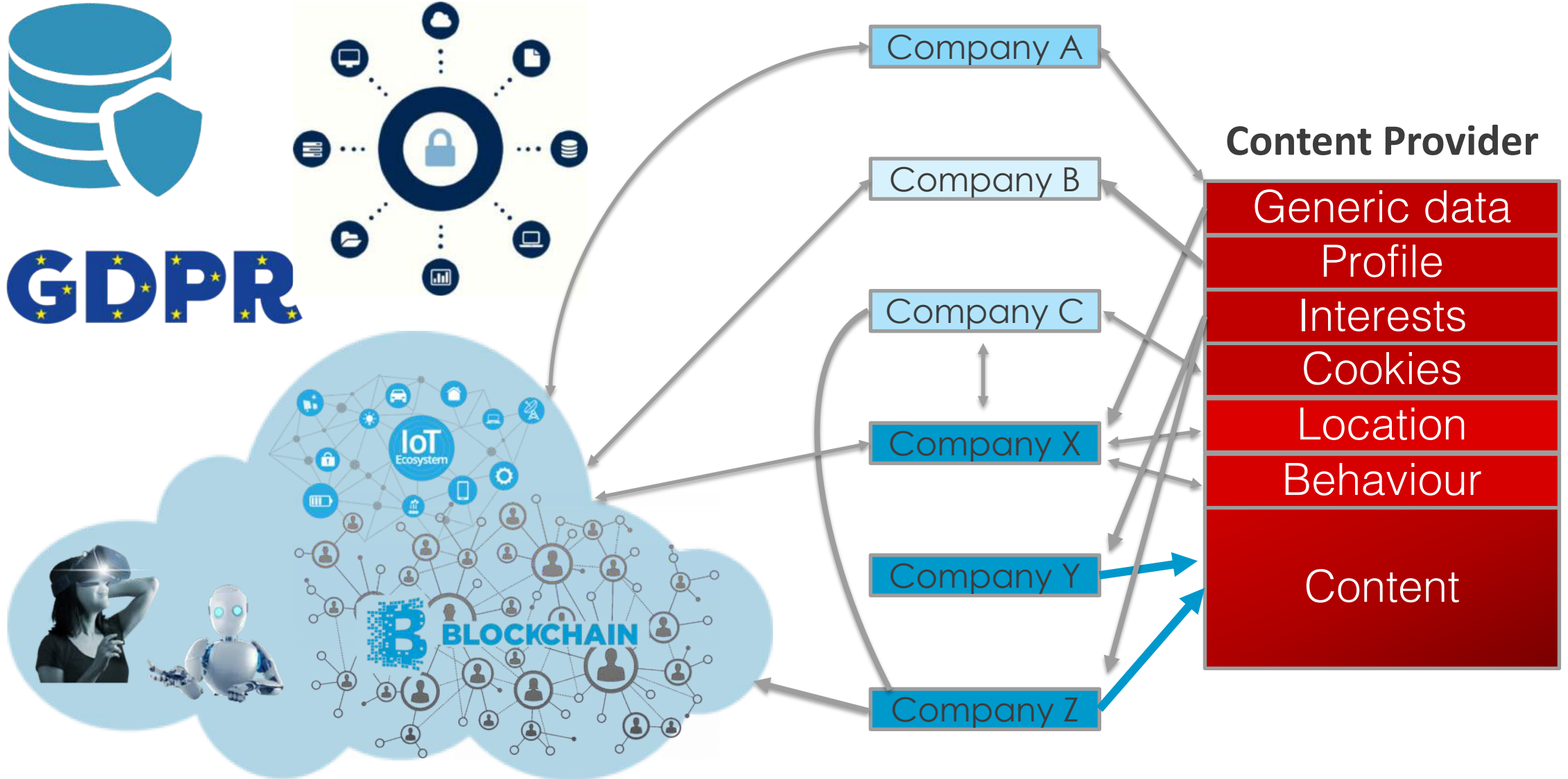
1600+
Customers



TWO KINDS OF DATA CENTRES

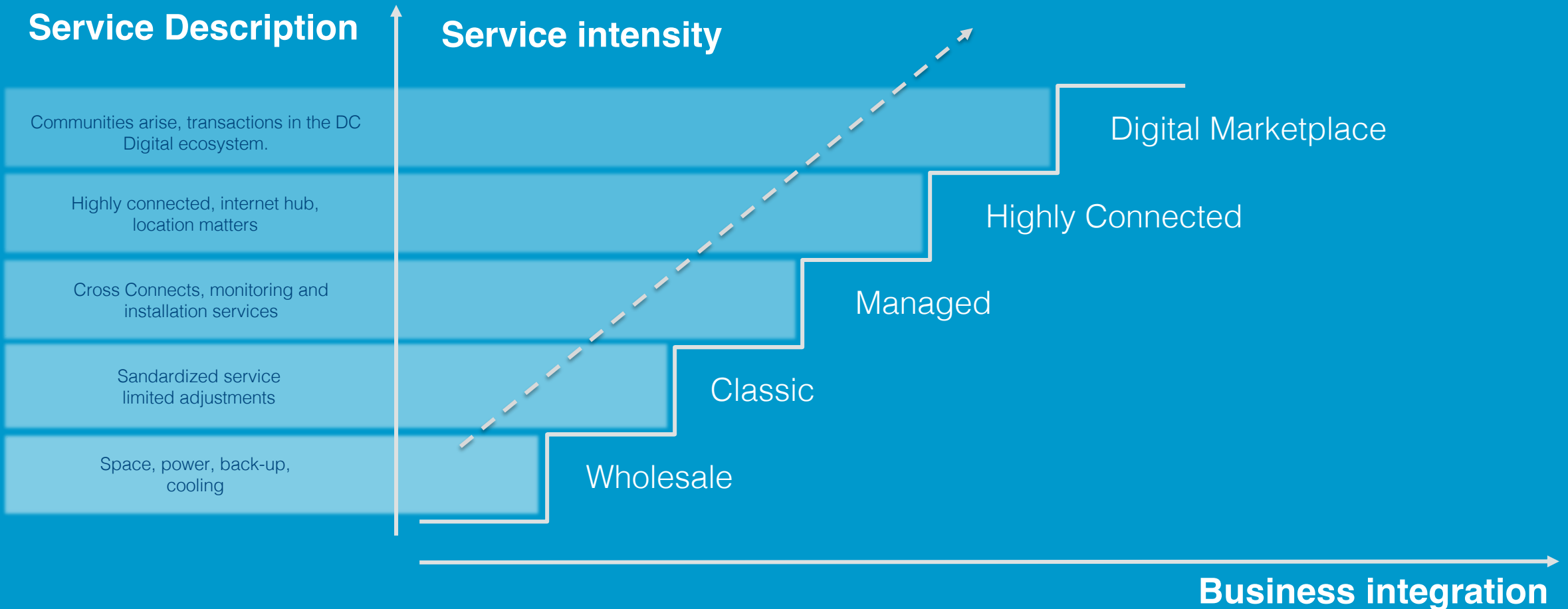


THE NEW DEMANDS FOR THE DATA CENTRE



COLOCATION OVER TIME

- DEMANDS & DEVELOPMENT



- The role of the Data Centre has gone from protecting equipment & data to now enabling our customer's digitalization by offering a competitive business advantage

- Peder Bank, Managing Director, Interxion Nordic



BEFORE



NOW

CONNECT AND PROTECT THE REGION





THANK YOU

Peder Bank, MD Interxion Nordic

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