

Brought into focus

Frankfurt now the world's largest data hub

Frankfurt, November 2021. Streaming giants, cloud providers, e-commerce portals or internet providers - they have all settled in the Main metropolis. On the one hand, this is certainly due to the appeal of Frankfurt, but on the other hand it is mainly because the city is home to most of the data centres in Germany. Even in an international comparison, Frankfurt has no need to hide. Moreover, the most extensive data exchange between internet service providers (ISPs) takes place here. "More and more companies want to relocate to Frankfurt for this reason. This in turn leads to more data centres being built and the data density to continue to increase due to network effects," knows Jerome Evans, founder and managing director of firstcolo as well as diva-e Cloud GmbH based in Frankfurt. For instance, firstcolo has been using their data centre location in Frankfurt am Main since 2006 due to the high number of internet carriers - despite being located in Munich at the time. "The most relevant platform of several network providers in Europe is located here - this node being DE-CIX. In Frankfurt we have the best possible connection to it," says Evans.

No other City that Fast

In addition to the well-known big players in the data centre industry, which focus on so-called colocation solutions, and the large number of value-added data centres, the volume of data is also constantly growing. Data from big data applications, machine learning, deep learning, IoT, video-on-demand and regular company data as well as e-commerce platforms not only need to be stored, but also shared with customers and partners around the world. Meanwhile, the rapidly growing flood of data causes a data transfer rate of more than ten terabits per second. "For most people, this figure is difficult to comprehend: Ten terabits per second can be compared with the data volume of 2.2 million videos in HD quality - launched at the same time - or 2.2 billion written DIN A-4 pages per second. At no other node in the world does the transfer of such an amount of data per second take place, not in Tokyo and not in New York," Jerome Evans describes the situation. With firstcolo, he offers state-of-the-art data centre services and managed services in Frankfurt am Main as well as in several European redundancy locations. "We know from our own experience that, in contrast, it is difficult to implement data centre solutions that have multiple terabit connectivity outside of Frankfurt," he explains. "Many sites are well on their way, but can't yet handle the bandwidth

requirements of today." That is why many companies have settled in Frankfurt to take advantage of the excellent conditions - even only virtually in a data centre.

A number of benefits

Despite the speed, experts believe that data traffic has not yet reached its maximum. Technologies such as artificial intelligence or 5G will further increase traffic in the future. "In addition, even more companies are relocating to Frankfurt, in need to move closer to the customer due to strong network effects and an ever-increasing data density," Evans looks ahead. "That's why more capacity will be needed and why we are successively investing in the expansion of our own locations." The large, globally active players in particular benefit from this location, because its conditions enable them to scale quickly, both vertically and horizontally. "Streaming providers, for example, have a great advantage here. For film customers, the following also applies: the closer they are to Frankfurt, the better, i.e. lower, the latency - i.e. the delay in the communication speed between the server and the user of a service," the expert mentions various arguments. In addition, the large bandwidth has a positive effect on the fight against cybercrime. "Volume attacks like DDOS attacks target the infrastructure and limit the ability to communicate with the outside world. If the bandwidth is particularly high, such failures can be compensated much better," Evans concludes.

Further information about diva-e Datacenters GmbH can be found under first-colo.net.

firstcolo

As an operator of data centres in Germany, firstcolo, based in Frankfurt am Main, provides its customers with the highest level of service quality. In addition to classic colocation and the rental of server systems, firstcolo's range of services also includes storage-on-demand solutions, backup solutions and cloud services. firstcolo is part of the diva-e Group, which, as the leading transactional experience partner in Germany, has over 20 years of industry expertise in the digital world. Around 800 diva-e Group employees in 13 offices in 8 different locations take care of the needs of the wide-ranging customer base, which includes a large pool of industries from technology, retail and healthcare. In addition to large and well-known companies such as FC Bayern Munich, Siemens, Mister Spex, Audi or Sky, many other renowned customers are among them.