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Colocation - What Is It And How Can It Help You?

Smaller businesses will always be somewhat at the mercy of the larger companies who can pay for their own servers and the IT experts who can make sure that they keep running. It is pointless to look to compete with these companies, but you can follow some of the steps they take and keep yourself ahead of other companies of the same size as you. One way to go about this is to use colocation - a system that allows you to benefit from greater bandwidth and customer support than would otherwise be possible.

Colocation does cost more than standard web hosting, but offers you more for the money. It costs about the same as you would pay for a business grade DSL line providing limited bandwidth, and allows you access to far more bandwidth than the DSL line. It is also a more protected supply than most others, meaning you will have less downtime, and any time you do it will either be scheduled or fixed within moments. Because the colocation facility is dedicated to providing so much bandwidth, it is set up to withstand power outages.

As a colocation customer, you do have more responsibility for your server - indeed, in many cases it is advised that you buy a standard server in a colocation facility (this will usually cost between \$150 and 200), and pay a small extra cost to have it maintained by the IT team at the facility. However, if you have your own IT experts, they can attend and carry out the maintenance that is required themselves.

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