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**IDC's Approach: Want Someone You Know With
That Data Center Service?**

CHICAGO, IL, September 7, 2006 -- IDC Global works hard to be personal in a technology setting that grows increasingly virtual and standardized.

The core business of the Chicago, IL company founded in 1998 as an Internet service provider (ISP), has evolved into providing enterprise scale IT infrastructure with a complete and unique set of services: From colocation and managed hosting, computing capacity and data storage, mobile and remote office connectivity and network security, IDC Global is a single source for the most demanding of IT requirements.

In Chicago, New York, London, and other cities, the company offers data centers served by multiple telecommunication carriers for achievement of "carrier neutrality and system redundancy." Focusing on enterprise level needs, the company leverages its multiple carrier relationships to help clients obtain the right telecommunications technology at the right location at the right price.

With technology in place, IDC concentrates on personal services that customers have always sought from attentive firms.

In the data centers of IDC Global, for example, customers have a mobile tool chest available. They have a chair for sitting. Within the secured setting, they have assistance from IDC engineers the customers recognize. At the newly opened 717 S. Wells facility where IDC added 10,000 square feet of purpose-built colocation space, customers have small and simple indications of a service provided by people who can overrule machines and answer questions.

"Contrary to the trend in enterprise network services, IDC Global is a firm where customers receive consultation, not landing pages and drop-down arrays of services bundled into packages," said Jan Daiker, the founder who is company president. "We really have nothing to sell until we know a company's business, its direction, and how the company plans to use our services. The recommendations that follow are individual."

Once a customer implements a first recommendation, IDC's attention continues. The company maintains contact, keeps abreast of changes in the customer's business and monitors the development of technology. "When an improvement in technology allows an improvement in the design of a customer's system, we are able to recommend plans that keep pace," said Shelly Greco, vice president of sales.

Out of the listening and probing have come services and expertise that fuel IDC's business while solving customers' needs. An expertise in wide area networking has helped customers manage their access for data, voice, and other purposes. Aggregation of DSL, frame relay, dedicated private line, Ethernet, voice, and nationwide wireless services into a converged network allows customers to obtain the best technology at the best price without building their own multi-carrier, multi-technology network. This expertise has also helped IDC Global grow into one of the Chicago area's largest independent firms with its own purpose-built facilities.

Keeping abreast of customer conditions and technology often results in unforeseen decisions for IDC, too. Supporting customers with national and international needs, IDC has established three data centers in Chicago, and network hubs in Kansas City, New York and London.

"We did not have Kansas City in our growth plans but that is where the customer would gain a strategic advantage, so that is where we went," said Daiker. "Another customer, a financial firm, needed us in London, so we are in London."

Knowing a customer's business has led to increased IDC Global involvement in many businesses. From one location, a national firm has progressed to more than 40; all the phone calls prompted by multimillion dollar advertising campaigns course through wires maintained in IDC data centers. National law firms give their lawyers so much capability off-site that the firms can remain in operation if some event affects their place of business. For other firms, IDC protects their company data from unauthorized access. Initially advised by IDC to scale back their technology requests, some customers have grown and returned to IDC with new plans for consideration.

At present, Greco said, customer concerns focus on the best architecture for computing capacity, data security, and business continuity. Data center users worry about power costs as the consumption of energy and heat levels increase from ever more powerful computer and data storage hardware.

"Our customers give us things to think about," said Greco. "They give IDC Global a chance to prove itself with ever more sophisticated requirements."

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