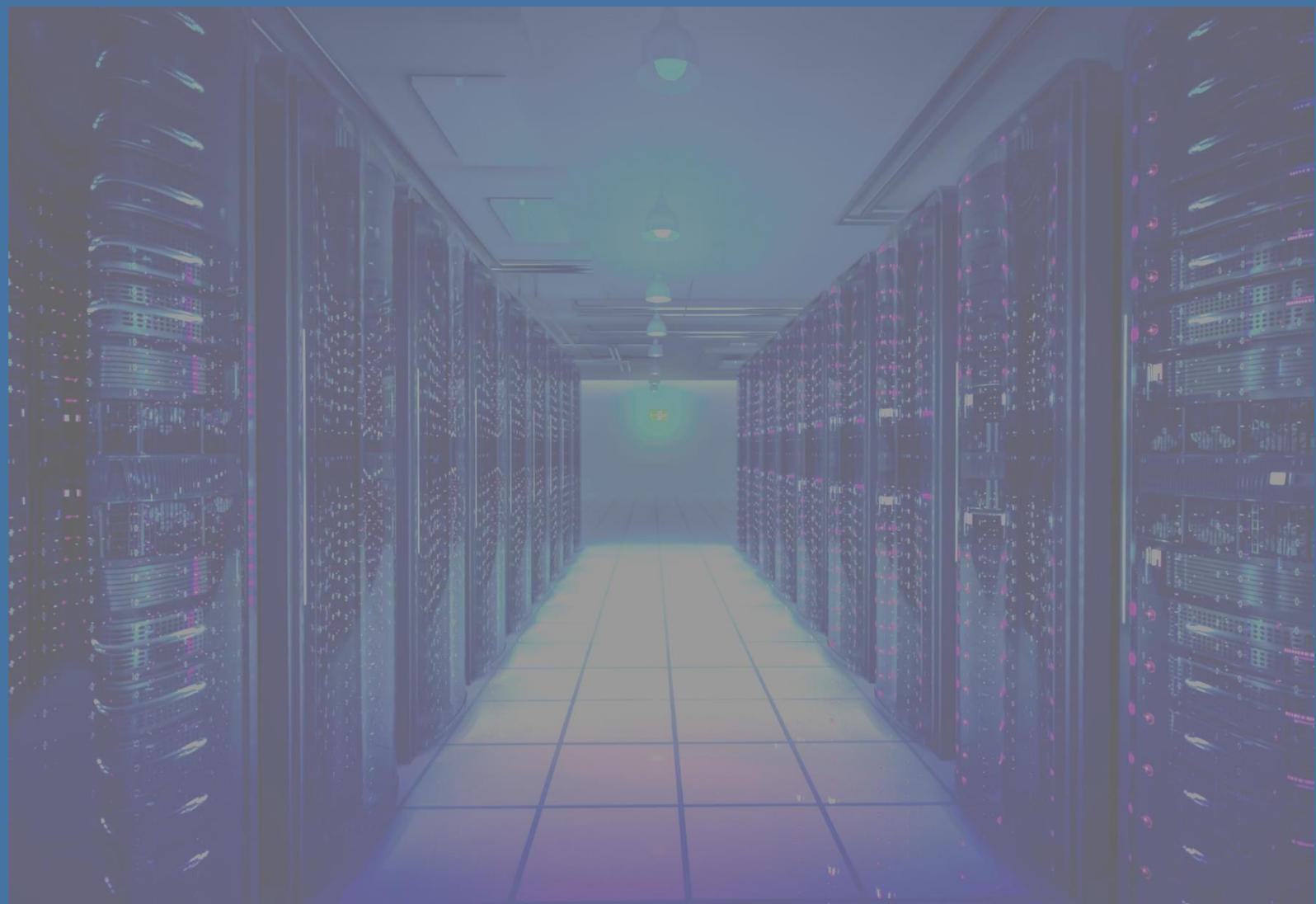


165

HALSEY STREET

Top 5 Reasons to Colocate in New Jersey

There's a lot more to New Jersey than meets the eye – explore the top reasons why your business will benefit from col locating in this technology-rich state , with a special look at the City of Newark.



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Introduction

Did you know? The State of New Jersey boasts one of the most concentrated high-tech industry clusters in the U.S., and actually ranks number 2 in the nation for Information and Communication Technology (ICT) employees. The state is at the forefront of the information technology industry, and there are many advantages to living, working, and colocating in one or more of New Jersey's several data centers, including the industry renowned telecom carrier hotel/data center/ colocation facility, 165 Halsey Street, located in Newark.

Some other cool facts about New Jersey:

- Ranked third in broadband communications and second for business R&D investment in the nation. This is due in part to the state's far-reaching and highly advanced high-speed fiber optic network,
- Incentive grants, workforce training grants and tax exemptions make the state an attractive place to create or retain jobs or relocate a business.
- According to the 2013 Bureau of Labor Statistics, the state is #1 in tech job growth.
- New Jersey's University's School of Communication and Information (SC&I) and the New Jersey Institute of Technology (NJIT) allow students access to higher education in technology.
- The state offers excellent resources for technology growth via organizations such as TechLaunch LLC, the technology accelerator linking entrepreneurs with mentors, seed funding, investors and training; and the New Jersey Technology Council.



In focusing on the modern-day enterprise's colocation needs, decision makers must weigh top factors that include power redundancy, cloud capabilities, reliability and security, 24x7x365 support, facility certifications, and location. In this ebook, we will explore location and why New Jersey is a great place to start your data center search.

Location – Always Matters!

A data center's physical location is a very important attribute. New Jersey data centers, such as 165 Halsey Street, offer close proximity (13 mi) to Manhattan, but with the added convenience of not being directly in the city.

By being in the New York City metro area, but not directly in the city, New Jersey data center tenants experience improved accessibility, ample parking opportunities and less chance of natural and man made disaster occurrences.

Supported by a variety of important and evolving industries including finance, technology, content, new media, education, and international affairs, New Jersey is at the crossroads of technology and industry.

As a growing economic leader in the information technology space, New Jersey cities, such as Newark, are undergoing major initiatives such as "Newark Venture Partners," a hybrid early-stage venture capital fund that aims to turn the city into a tech hub. The recently announced \$50 million venture fund is capitalized by Audible.com and Prudential Financial and backed by city and state leaders.

The technology and industries driving the economy of New Jersey are, in turn, increasing data center capabilities.

In your search for a data center provider, be sure to consider the building in which the data center resides and the city the building is located in.

What Makes 165 Halsey Street Exceptional?

- Large floorplate (87,000 sq ft)
- Heavy floor load
- High ceilings
- Tremendous redundant riser capability
- Great column spacing
- Large power availability
- Large roof area for cooling and generator equipment
- Full basement for fuel tanks
- 4 Sides to the building with 7 distinct Points of Entry (POE)

"Proximity to New York and its financial services sector is key, as is New Jersey's location in the Boston-Washington, DC corridor."

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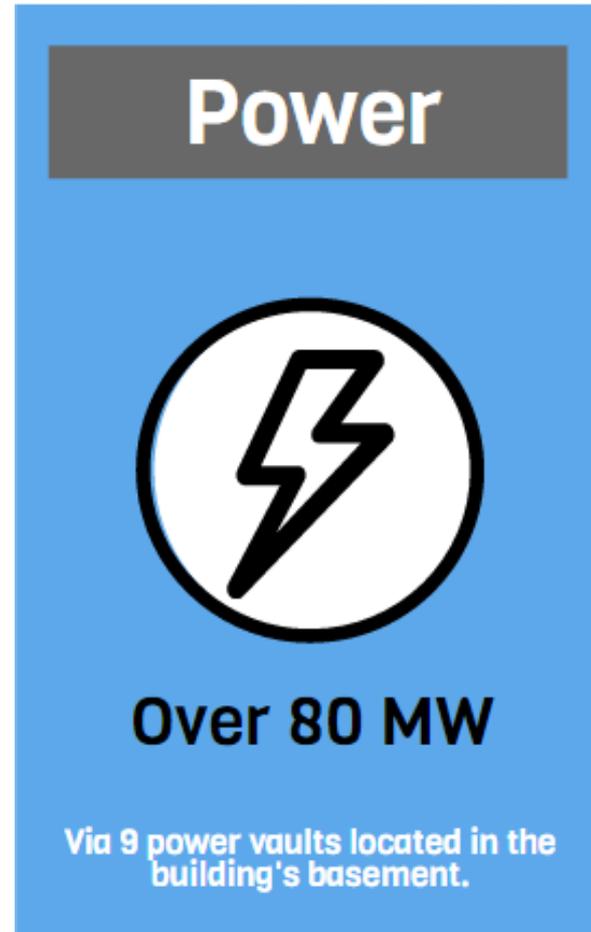
Power is Everything

DatacenterDynamics sums it up best: “Another reason [to collocate in New Jersey] is the cost of power, which is much more expensive in Manhattan and the surrounding boroughs.” Estimates typically put the cost of electricity in surrounding areas at 30-50 percent lower than in New York City.

New Jersey data centers also sit on a separate power grid than New York City, offering an appealing failover or disaster recovery site. During and in the aftermath of 2012’s Hurricane Sandy, while several data centers in New York were struggling with water damage and utility outages, the situation fared much better in New Jersey, many facilities switched to generator power but remained online.

Along with ideal location and optimal power prices across the state as compared to metro NYC, New Jersey data centers such as 165 Halsey Street ensure high availability for mission-critical IT systems. Available power, cooling and network services accompany the data centers’ highly trained, experienced IT professionals, enabling a first-class collocation service.

165 / **HALSEY STREET**



Power



Over 80 MW

Via 9 power vaults located in the building's basement.



Lower Costs of Doing Business

We're doing it again – comparing New Jersey to New York City. Each location has its benefits, sure, but let's be honest, compared to New York City, New Jersey is a less expensive place to do business. The desire to do business here is rising; more and more companies are choosing New Jersey.

New Jersey is home to several Fortune 500 companies specializing in life science, healthcare, aerospace, manufacturing, IT and more. As a growing technology hub, New Jersey nicely accommodates businesses with a rich portfolio of tax incentives, making it a preferred state for business expansion, relocation or inauguration. Additionally, the state is easily accessible via world-class seaports and airports.

According to a recent report by commercial real estate firm, CBRE, desire for capacity in primary US data center markets that include New Jersey continues, with financial services, healthcare, social media, and other types of tech companies driving heavy demand.

Due to the growing economy and high demand, companies looking to collocate are going to have the advantage of having a wide array of data center facilities to choose from, as well as highly competitive pricing.

165 Halsey Street Data Center is one of the state's stand-out telecom carrier hotels/data center/ colocation facilities that offers NO MRC cross connect fees and direct access to over 60 networks.



As economic growth is a top priority in New Jersey, the New Jersey Partnership for Action, led by Lt. Governor Kim Guadagno, is helping businesses by reducing the red tape to make it easier to obtain the information, guidance and resources businesses need to move forward and achieve success.

Due to New Jersey's strong workforce, access to key markets and abundance of space in a very competitive marketplace, demand is fueling a number of new data centers and expansions around the state. 165 Halsey Street recently announced its own data center expansion of 27,000 additional square feet of Tier 3 colocation white space.



Natural Disasters? Low Risk.

The East Coast is less prone to natural disasters than other parts of the country, such as the West Coast (California, Texas) and the South (Louisiana, Kentucky, Alabama).

Many companies seeking the benefits of colocation in New York City are choosing New Jersey because of the decreased risk of both natural – and manmade – disasters.

While natural disasters are often unpredictable, preventative action can be taken with proper crisis management, business continuity and disaster recovery plans. Disaster recovery planning is an important component to colocation service offerings in New Jersey data centers.

When it comes to protection of data and mission-critical equipment, organizations that lack core competencies in disaster risk management planning can outsource such responsibilities to data centers that can help them plan, prepare and respond in the event of emergency.



How Does 165 Halsey Street Fare?

Since opening in 1997, 165 Halsey Street experienced two utility outages (Northeast blackout of 2003 and Hurricane Sandy of 2011).

With the Northeast blackout, every single generator came on perfectly at 165 Halsey Street and no one lost power at all at the facility.

With Hurricane Sandy, there was a pre-organized shutdown in coordination with PSE&G - and every generator came on perfectly. PSE&G put the 165 Halsey Street building on line after 21 hours of being shut down, right after emergency needs subsided. 165 Halsey Street was one of the first buildings in the state to come back on.

It's pretty remarkable how resilient the 165 Halsey Street building is!

If anything, Hurricane Sandy has caused the industry to rethink how data center space is designed and operated in Manhattan, New Jersey and surrounding areas. Given that New Jersey is lower risk than Manhattan, and in close proximity to one of the main interconnection points between the US and the rest of the world, colocation demand in the region continues to thrive.

Solid Communications Infrastructure

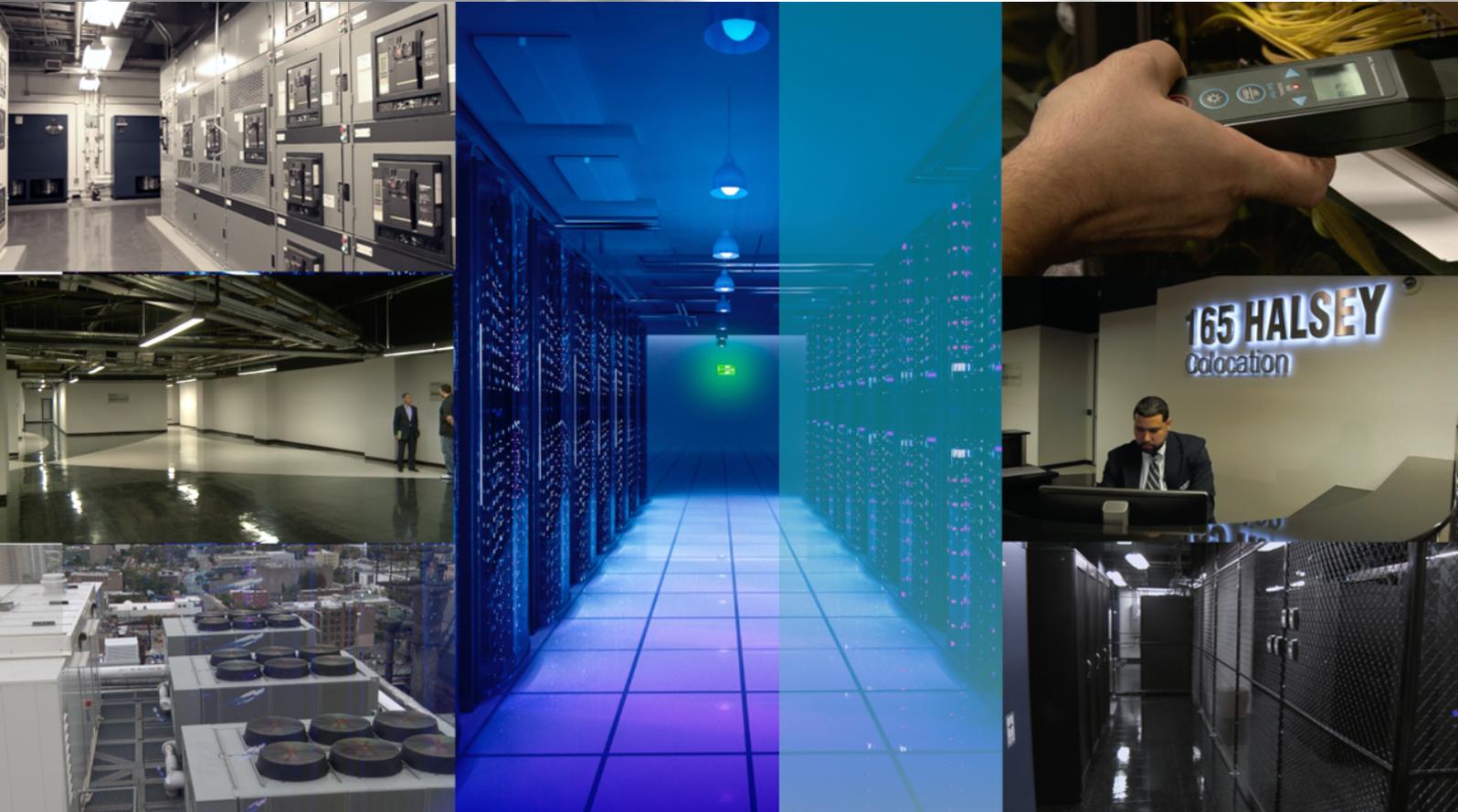
The East Coast easily boasts the fastest Internet connections in the country. The state has a rich fiber optic infrastructure, and a network of Tier 1 communications providers, including AT&T, Verizon, CenturyLink, Level 3 Communications, and Zayo.

Broadband, quite understandably, is a critical enabler to a region's economic growth, global competitiveness and sets the stage for a solid job marketplace. According to BroadbandNow, New Jersey is the 3rd most connected state in the nation with 99% broadband coverage, and 100% coverage in the City of Newark, where 165 Halsey Street data center resides. The high broadband availability is paving the way for increased opportunities in education, healthcare, workforce development, public safety, government and economic development. The State's Broadband Initiative is a constant force in the work to make New Jersey the nation's broadband leader.

New Jersey state's far-reaching and highly advanced high-speed fiber optic network paves the way for quality interconnection to Manhattan and the rest of the nation.

"When companies were laying fiber throughout the US, they wanted to create loops. They created a loop and redundancies to travel through New Jersey to get to the rest of the country. Also, New Jersey is right in the middle of the high-density northeast corridor."

*Joseph Simone,
President of Tishman
Real Estate Services for
165 Halsey Street*



Why 165 Halsey Street?

Connectivity



Over 60 Networks

165 Halsey is home to more than 60 prominent network operators, allowing you the connection you need.

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1st Lower Level

Seven Distinct & Redundant Points of Entry
(Click for details)

Power



Over 80 MW

Via 9 power vaults located in the building's basement.

165 Halsey Street is a dedicated 1.2M sf data center/colocation/telecom carrier hotel with over 80 MW of power. The building has been operating a carrier neutral colocation business for more than 15 years, and presently spans over 180,000 square feet with **no MRC cross connect fees** and direct access to over 60 networks.

Located just 13 miles from Manhattan, 165 Halsey Street is independently owned and operated and SSAE 16-certified. With **165 Halsey Colocation**, there are no monthly recurring cross connect fees between customers, allowing safe, convenient and affordable interconnection.

If looking to colocate in New Jersey, look no further than 165 Halsey Street Data Center.

- ✓ **Prime Location – 13 mi from Manhattan**
- ✓ **80 MW Power**
- ✓ **Affordable Colocation; No Cross Connect Fees**
- ✓ **Disaster Recovery Planning**
- ✓ **Solid Communications Infrastructure: Access to Over 60 Networks**

1.2 Million Square-Foot 165 Halsey Data Center Specs



Access
24/7/365





Freight Elevators
6



Security
On Duty 24/7

All building perimeter points are secured by state-of-the-art alarm system. Tenants are able to control access to their floors with card key access.



Ceiling Height
Varies from 22'0" to 13'6"

SF By Floor

Floor 1-8	Floor 9	Floor 9.5	Floors 10-13	Floor 14
				
87,570 sf	45,950 sf	35,570 sf	32,000 sf	11,760 sf

Column Spacing



Typically 28' x 25' on Center

More Specs to Consider...

Floor loading in excess of 100 pounds per square-foot.

Riser area - 165 Halsey provides ample diverse and redundant riser capacity. [Click here for the Master Riser Plan.](#)

Roof area is available for placement of backup generators and cooling equipment.

165 Halsey has space available for tenant fuel storage tanks in the fourth basement.

CONTACT US

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