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FOR IMMEDIATE RELEASE

Colo Atl Founder to Moderate Panel on Cost-Effective Routes for Data Center Expansion at IMN's Spring 2015 Data Center and Cloud Forum

ATLANTA, May 19, 2015 – [Colo Atl](#), a leading provider of carrier-neutral colocation, data center and interconnection solutions, announces today that its Owner and Founder, [Tim Kiser](#), will serve as session moderator at [IMN's Provider Forum on Financing & Investing in Data Centers & Cloud Services Infrastructure](#). The conference, which takes place May 28-29 at The Conrad Hotel in New York, will focus on the critical business issues that C-level executives in the data center, colocation and cloud space must face, such as optimizing business models and strategies for growth, expanding to new service offerings, cost management, and future-proofing.

Mr. Kiser will moderate the panel titled, "Assessing Cost-Effective Routes for Expansion – Build New/Modular/Containers/Colocate/ 2nd Facility/The Cloud/Hybrid Infrastructure," taking place on Thursday, May 28th at 2:30pm. The panel will explore different expansion options and the various factors that will impact decisions. Some of the critical questions to be addressed in the panel include: *What is most cost-effective way to meet capacity needs? What are the pros and cons of modular, container and colocation solutions? What is time/cost/effort to move facilities? What about power consumption, fiber needs, cooling considerations, industry regulations? How much data center space do you still need for the cloud?*

Session panelists include Joshua Vallario, Data Center Manager, BlackRock, Inc.; Stephen Madaffari, Principal, Data Centers Delivered; Mark Hurley, Solution Architect, Schneider Electric; and Dave Leonard, Chief Data Center Officer, ViaWest.

"Taking into account our drastically evolving industry, and from what I directly observe on a day-to-day basis in my own data center facility, it's important for companies to assess and raise the important questions about what makes most sense for their businesses when it comes to data center expansion and cloud storage infrastructure," states Mr. Kiser. "The IMN conference and panel discussion that I will lead this month is a timely opportunity to engage

experienced players in this industry and discuss cost-effective routes businesses can take when exploring expansion and cloud storage opportunities.”

Established in November 2001, the Colo Atl colocation and Meet Me Area (MMA) facility is located in downtown Atlanta. Colo Atl offers ample colocation and data center space, and a variety of amenities that include a state-of-the-art conference facility and meet me area operated by Colo Atl's sister company, The [Georgia Technology Center \(GTC\)](#). The facility is also home to the [Southeast Network Access Point](#) (SNAP), which provides next-generation Internet Exchange (IX) solutions, including SDN peering, testing, collaboration and implementation.

For more information about Colo Atl, visit www.coloatl.com or email info@coloatl.com.

For information on the IMN's Spring 2015 Provider Forum on Financing & Investing in Data Centers & Cloud Services Infrastructure in NYC, visit https://www.imn.org/real-estate/conference/Financing-Investing-Real-Estate-Development-for-Data-Centers-East/Why_Attend.html.

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About Colo Atl

[Colo Atl](#), a JT Communications company, is the leading provider of network-neutral colocation, data center and interconnection solutions at 55 Marietta Street in the global telecom hub of Atlanta, GA. Colo Atl provides superior network-neutral colocation, data center and interconnection services at an affordable rate. Colo Atl is a network-neutral environment that allows all types of network operators to securely and conveniently cross connect within a SSAE 16 certified facility. Colo Atl has no monthly recurring cross connect fees between tenants and provides exceptional customer service.

Colo Atl is also home to the Georgia Technology Center (GTC), a live laboratory for network equipment vendors to highlight their optical and electrical hardware and operating systems, and the Southeast Network Access Point (SNAP), which provides next-generation Internet Exchange (IX) solutions, including SDN peering, testing, collaboration and implementation.

Visit Colo Atl online at: www.coloatl.com and follow us on Twitter @ColoAtl.