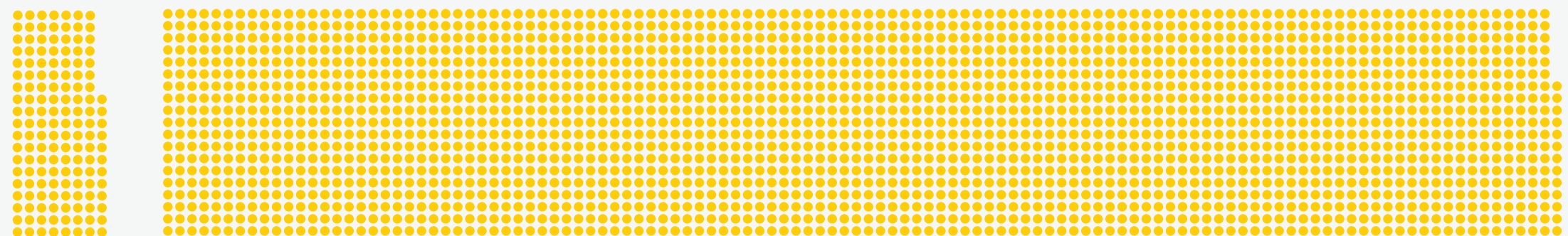


# The healthcare industry is experiencing unprecedented growth in digitized patient-centric data.

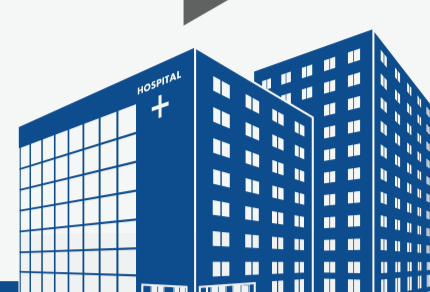
Healthcare data is increasing exponentially.<sup>[1]</sup>  
 ● = 1 exabyte = 1 billion gigabytes



**153**  
EXABYTES  
IN 2013

**+1512%** growth in just 7 years

**2,314**  
EXABYTES  
IN 2020



**30%**

of the world's stored data is estimated to be health-related<sup>[2]</sup>

**80MB**

per patient generated annually from imaging and EMR data<sup>[3]</sup>

**+7X**

Growth forecast for telehealth by 2025<sup>[4]</sup>

In 2020 healthcare data generated will exceed global installed data center storage by 500 exabytes.<sup>[5]</sup>

“The volume of data is projected to grow faster in healthcare than other sectors, leaving healthcare organizations with the challenge of managing extremely large data assets.”

– IDC 2018

## TRENDS TO WATCH

### Healthcare real-estate values

At \$1.2T and growing, there is pressure to increase and optimize the use and ROI of every square foot.<sup>[6]</sup>

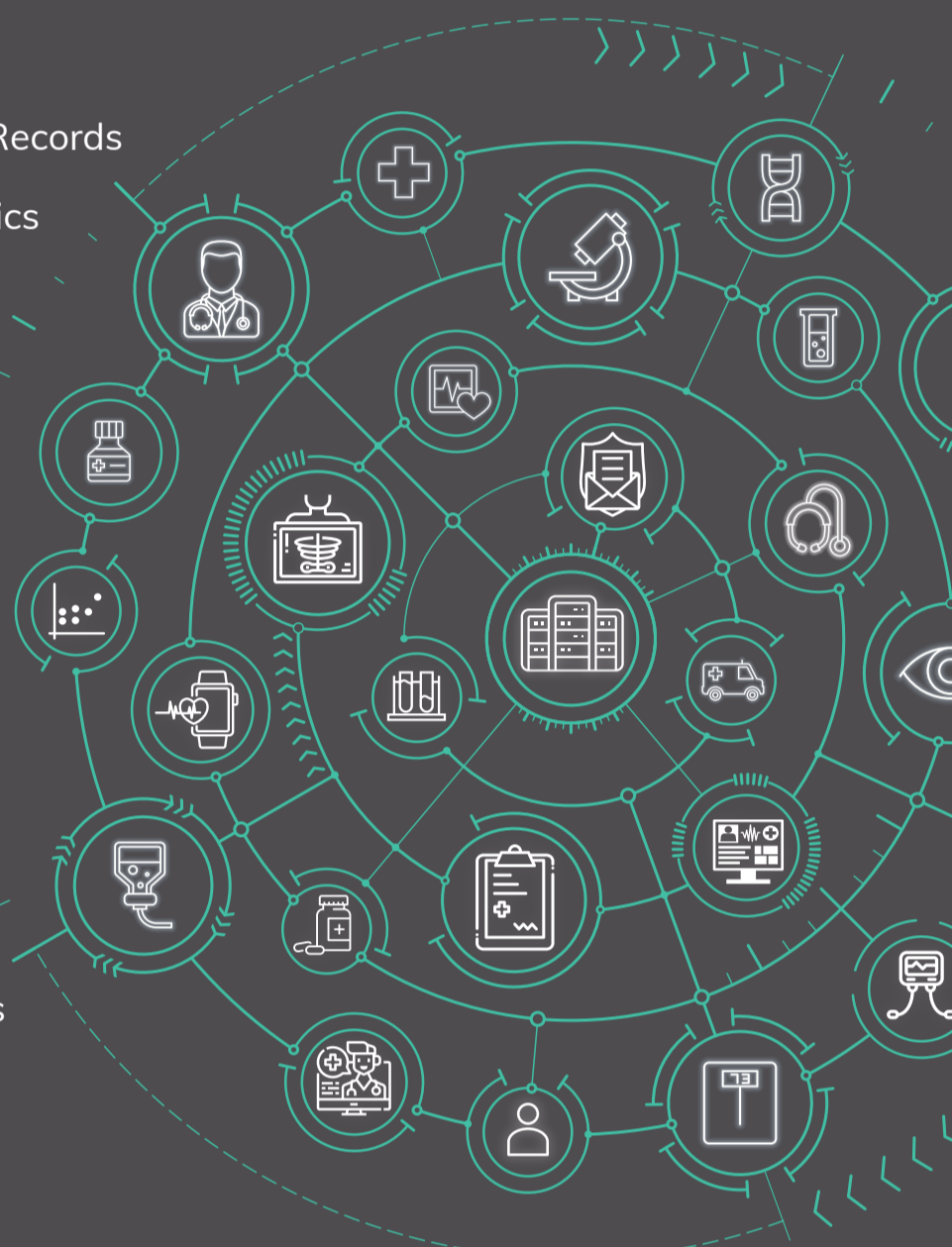
### Bringing care closer to patients

Alternate models, like smaller, lower cost & geographically-distributed micro-hospitals, are on the rise.

### Fiscal uncertainty and disruption

New facility construction is not keeping pace with demand.

- Electronic Health Records
- Demographics
- Medical imaging
- Health trackers
- Insurance
- Prescriptions
- Clinical data
- Pharmaceutical
- Lab results
- Sensor data
- Telehealth
- Physician notes



## WHY TURNKEY MODULAR DATA CENTERS (MDCs)?

Purpose-built and pre-engineered to meet the unique needs of any medical facility, Turnkey MDCs are designed to accelerate deployment, drive down infrastructure costs and maximize sustainability.

### Fully-operational Solutions

Data centers that arrive assembled and connected, ready to 'plug and play'.

### Breakthrough TCO

Open hardware optimized for your workloads, efficient power and cooling solutions, streamlined design and maintenance.

### Maximize Sustainability

Recertified hyperscale hardware plus energy efficient configurations that require less cooling power.

### Fast Time to Deployment

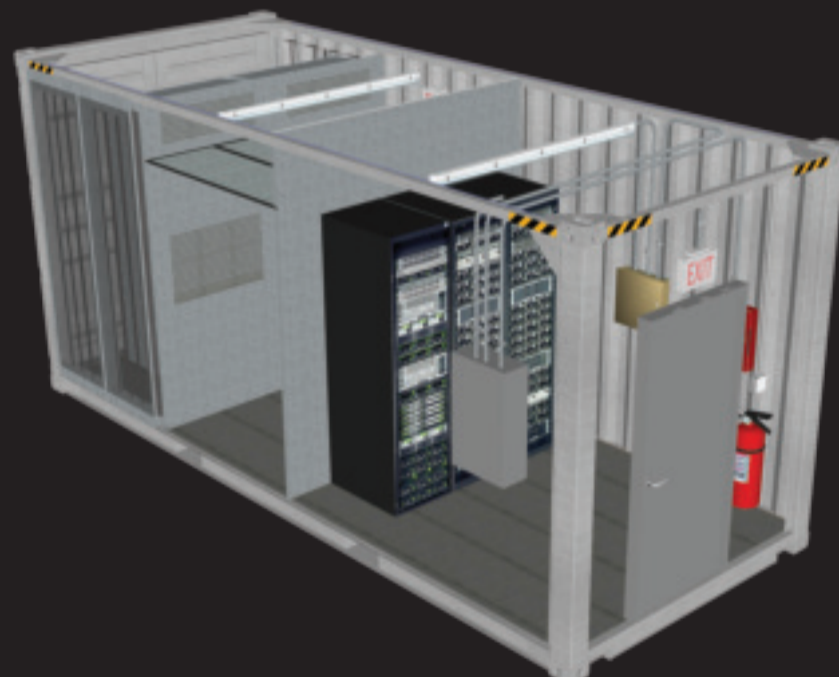
Custom configured and built off-site, with the dependable supply and proven methods required to expedite schedules and deployment.

### Optimize Efficiency

Get the speed and cost-benefits of pre-construction with flexible rack-scale server solutions to meet your organization's needs.

### Scalable Portability

Turnkey MDCs can be delivered to any location, freeing up premium floorspace, and can be easily moved with changing needs.



NOTE: 20' container unit with 3 server racks shown. 40' containers are also available in multiple configurations.

On premises modular data centers offer higher computing and processing speeds with exceptional security, and can be installed on roofs, parking garages, or between buildings with limited interruption to services, and less expensive mechanical costs.

## WHY NOW?

Mastering the scale and cost of enormous amounts of complex data is a competitive advantage in achieving clinical and business goals.

**96%**

of U.S. Hospitals have adopted Electronic Health Records<sup>[7]</sup>

But...

**60%**

of healthcare organizations lack a strategy for data readiness<sup>[8]</sup>

**71%**

of hospitals plan to invest in technology architecture within 12 months<sup>[9]</sup>

But, IT Budgets are flat or declining...

**-10%**

for data center system budgets in 2020<sup>[10]</sup>

“The use and scale up of digital health solutions can revolutionize how people worldwide achieve higher standards of health...and provides opportunities to accelerate our progress in attaining health and well-being related Sustainable Development Goals.”

– World Health Organization, 2020<sup>[11]</sup>



FOOTNOTES:

1. M. Mikulic, (Stanford Medicine 2017, Statista 2019)
2. D. Faggella, 2018 (Where Healthcare's Big Data Actually Comes From)
3. Huesch and Mosher, 2017 (Using It or Losing It? The Case for Data Scientists Inside Health Care)
4. Frost & Sullivan, 2020 (Telehealth: A Technology-Based Weapon in the War Against the Coronavirus)
5. Cisco Global Cloud Index 2016
6. Richard Taylor, 2020 (The Role of Real Estate in the Future of Healthcare)
7. The Office of the National Coordinator for Health Information Technology, Healthit.gov
8. BusinessWire, 2018 (New Data-Readiness Index Revealing Impact Across Four Global Industries as 30 Percent of Data Forecasted to Be Real-Time by 2025)
9. KPMG/Forrester Consulting Report, 2019
10. Gartner Report, 2020
11. Global Strategy on Digital Health 2020-2024