COMARCH

The True Cost of On-Premise Data Centers: **Why Switching to Managed Hosting Makes Financial Sense**

2025

Introduction

In manufacturing and logistics, control is everything. You control production lines down to the second. You track shipments to the minute. You optimize routes, labor, and inventory to squeeze out every last drop of efficiency.

But when it comes to IT infrastructure — specifically your data center — **how much is control really costing you?**

That question sits at the heart of a broader transformation happening in enterprise data management.

The State of Enterprise Data Management

Data is king. From optimizing production schedules in manufacturing to ensuring real-time tracking in logistics, data powers every decision, process, and customer interaction. The ability to harness and analyze this data can be the difference between market leaders and laggards.

The global volume of data was estimated at 149 zettabytes in 2024, driven largely by the growing use of AI technologies. And it's projected to exceed **200 zettabytes** in 2025.

The ability to harness and analyze this data can be the difference between market leaders and laggards.

Despite the growing importance of data, many enterprises still rely on on-premise data centers to maintain control, meet compliance requirements, and manage security concerns. **However, the limitations of these systems — ranging from rising maintenance costs to scalability issues — are becoming increasingly apparent**. As a result, there's a noticeable shift toward managed hosting and cloud solutions.

In the past, many companies built and operated their own data centers, but now, **95% of businesses in Europe recognize the value of cloud solutions, with over a third intending to move most of their workloads to the cloud**, as reported by McKinsey.

Market trends show businesses are prioritizing agility, cost-efficiency, and innovation, driving the adoption of flexible, scalable infrastructure models to support their evolving needs.

We see it every day: companies hanging onto on-prem data centers because that's what they've always known. But the reality is, data has outgrown those walls. Today, operations demand speed, scalability, and resilience, and that's why managed services are so important.

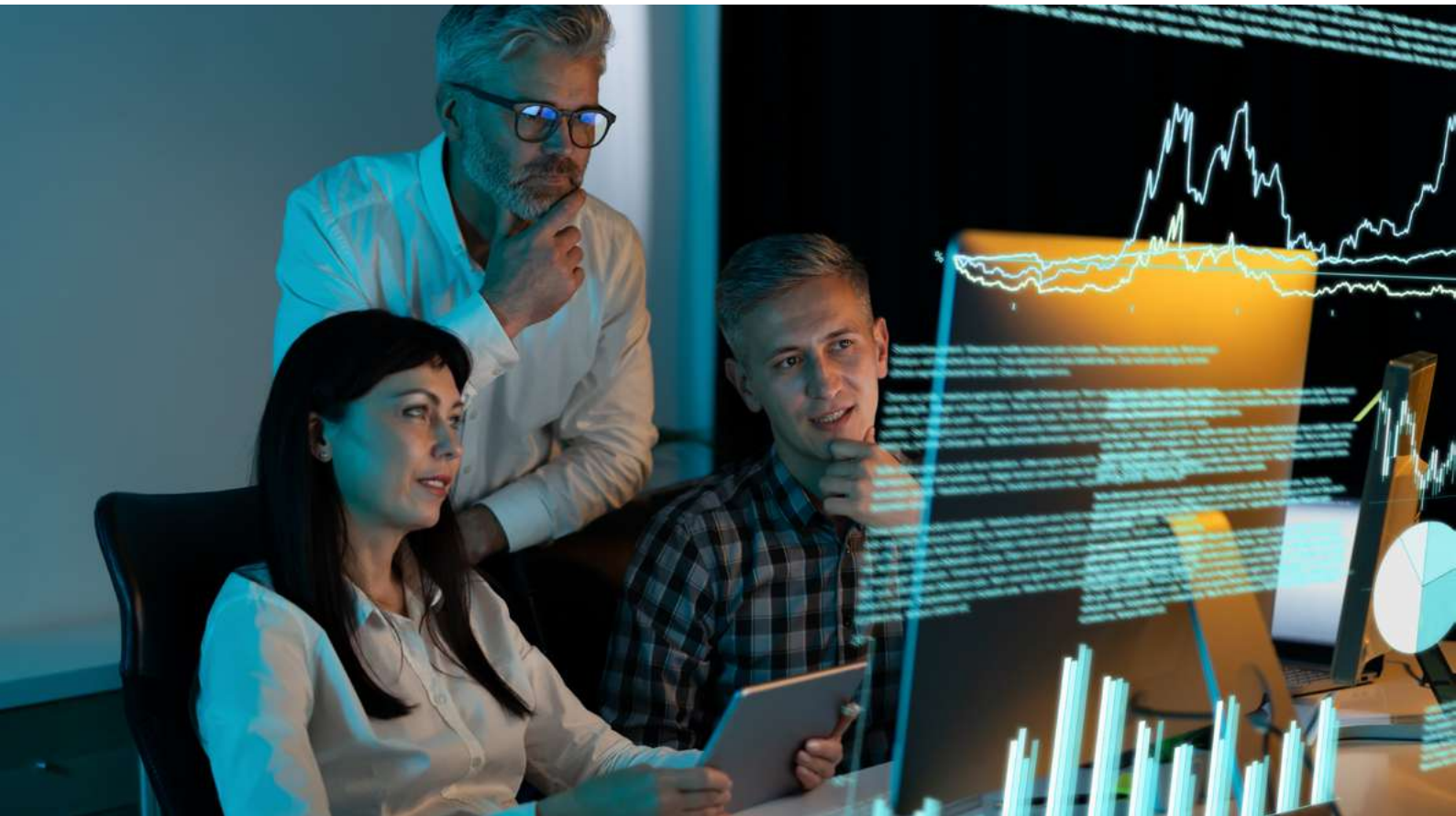
Grzegorz Gawron
ICT Consulting Director
at Comarch

This eBook is for:

- IT Directors and Managers
- CIOs and CTOs
- COOs and Operations Leaders
- Finance Decision-Makers, CFOs, and Controllers

In this eBook, you will learn:

- The hidden costs of running on-premise data centers
- How managed hosting solves industry-specific challenges
- Real-world examples from the manufacturing and logistics sectors
- The financial, operational, and security advantages of moving to managed infrastructure
- What to look for in a hosting partner
- Trends and the future of data centers



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Chapter 1

The Hidden Costs of On-Premise Data Centers

On-premise data centers have long been seen as a symbol of control and reliability. But under the surface, they come with a growing list of hidden costs — financial, operational, and strategic. **For organizations under pressure to modernize, these costs can quietly erode margins and flexibility**. Let's break down what's really at stake.

Capital Expenditures (CapEx) vs. Operational Expenditures (OpEx)

Building and maintaining an on-premise data center is a capital-intensive endeavor. From server racks and cooling systems to backup generators and physical security, the upfront investments can stretch into the millions.

According to a report by Dell'Oro Group, **worldwide data center CapEx is projected to surpass $1 trillion by 2029**. These sunk costs reduce your agility.

In contrast, **managed hosting shifts costs to an OpEx model, where you're billed monthly for exactly what you use**. This pay-as-you-grow approach frees up capital and makes it easier to scale in step with demand.

One of the key advantages of managed hosting is the cost savings throughout the entire lifecycle of an IT system.

One of the key advantages of managed hosting is the cost savings throughout the entire lifecycle of an IT system. By outsourcing, businesses can bypass hefty initial investments and opt for a predictable, all-inclusive monthly fee. **According to Accenture, migrating workloads to cloud or hosted environments can result in total cost of ownership savings of 30–40%**.

Maintenance & Upgrades

On-prem infrastructure isn't ‚set it and forget it'. **Cooling systems need constant monitoring, hardware ages out every few years, and software must be regularly patched to remain secure**. Every upgrade drains time and budget. For manufacturers and logistics firms, where uptime is everything, even routine maintenance windows can disrupt operations.

Managed hosting providers absorb these burdens, keeping your infrastructure current, compliant, and available without the firefighting.

Hidden Resource Drain: Time, Talent, and Admin Overhead

Beyond hardware and electricity, on-premise data centers quietly siphon internal resources. IT infrastructure teams are pulled away from strategic initiatives to handle routine maintenance, troubleshooting, and vendor management. HR and finance departments must support specialized infrastructure roles — recruiting, onboarding, handling payroll, and managing contracts. Facilities teams manage space, access, and power. These costs rarely appear in a data center budget line, but they impact productivity and dilute your focus.

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According to a 2024 report from the Uptime Institute, **51% of data center operators worldwide struggled to find qualified talent to fill open positions**.

With managed hosting, your talent can return to driving innovation instead of just keeping the lights on.

Security & Compliance Risks

Security is a moving target — and one that on-prem teams must constantly chase. **Regulations evolve. Threats adapt**. Patching systems, maintaining firewalls, and ensuring compliance with standards like ISO, SOC, or industry-specific frameworks can strain even experienced teams.

Managed hosting providers offer dedicated compliance and security experts, with 24/7 monitoring and automatic updates that reduce risk without increasing workload.

Scalability & Performance Challenges

Scaling an on-premise data center isn't just expensive — it's slow. **Adding capacity often requires physical space, new hardware, and long procurement cycles**. And once you've scaled up, that capacity sits idle until demand catches up.

Managed hosting flips this script. Need more power or storage? **Scale in minutes, not months**. Cloud-native infrastructure adapts in real time, giving you the flexibility to handle seasonal peaks, rapid growth, or unexpected shifts in supply chain demand.

Data center challenges are a silent threat, slowing the company's growth and innovation. Neglecting these issues can be dangerous. Addressing them head-on fortifies the organization's core foundation, freeing its full potential and opening up for future growth.

Piotr Chłędowski
ICT Cloud & Data Center Consultant
at Comarch

Case Study: VTS Group

When global HVAC manufacturer VTS Group needed to modernize its IT environment, the company recognized that its on-premise infrastructure was holding back scalability and security. VTS partnered with Comarch to migrate key internal systems to a fully managed environment in the Comarch Data Center in Kraków, Poland.

The project evolved over the years, successfully tackling a range of technical and operational challenges, including:

- Preparing secure access to business applications across all customer locations
- Migrating from on-premise infrastructure to Comarch's managed hosting platform
- Updating mail servers
- Moving from dedicated physical servers to a scalable virtual environment
- Scaling the infrastructure to support a multi-fold increase in data volume
- Establishing dedicated network connections for business-critical systems
- Ensuring high availability and full backup with enterprise-grade SLAs

Today, Comarch handles the full stack: servers, virtualization, backups, Microsoft Exchange, Citrix access layers, and database administration. By offloading day-to-day IT management, **the company unlocked new agility and ensured their critical systems were always available, secure, and up to date**.

Key issues when choosing a solution provider were quality and professionalism. The SLA is a guarantee of both of these factors, while qualified management ensures the effectiveness of the implemented solutions.
The experience and stability resulting from Comarch's many years of operations on the Polish and global markets are a guarantee of the high level of implemented work. VTS Group decided to take advantage of the services the Comarch Data Center offers in the areas of administration and maintenance of the components that are the elements of a hosted IT platform, because of the high level of services as well as a flexible approach to customer expectations.

Chapter 2

Data Center Needs in Manufacturing and Logistics

Industry-Specific Challenges for Manufacturing

Managing IoT-Connected Factories and Real-Time Data Processing

The rise of industrial IoT means manufacturers now generate — and rely on — massive streams of real-time data. Machines talk to machines. Sensors monitor every metric, from temperature to vibration. That data needs to be captured, processed, and acted on instantly. Traditional on-premise environments often lack the flexibility and speed required to support real-time operations at scale.

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The number of connected IoT devices grew by about 13% from 2023 to 2024, surpassing 18 billion. Additionally, enterprise investment in IoT increased by 10% year-over-year, reaching approximately $298 billion.

And a 2025 Ubisense survey shows that **76% of organizations are increasingly looking to invest in IoT technologies**.

Ensuring High Availability for Production-Critical Systems

According to a 2022 predictive maintenance report commissioned by Senseye (a Siemens company), manufacturing facilities experience an **average of 20 downtime incidents each month**, resulting in approximately 25 hours of lost production.

And every minute of downtime costs manufacturing businesses from $4,300 to $9,000.

The numbers speak for themselves.

When a system goes offline, it can delay orders, reduce output, and trigger ripple effects across the entire supply chain. **Ensuring high availability for ERP platforms, MES systems, and real-time analytics tools is no longer optional — it's operational survival**. But maintaining that level of uptime in-house requires significant investment, redundancy, and around-the-clock monitoring.

Why Managed Hosting is the Right Solution

Improved Disaster Recovery and Uptime Assurance

Managed hosting providers specialize in resilience. **With geographically redundant data centers, automated failover systems, and service level agreements (SLAs) that guarantee uptime, manufacturers get peace of mind**. If a power outage or equipment failure strikes, operations don't grind to a halt — because recovery is baked into the infrastructure.

Flexible Scalability for Seasonal or Demand-Driven Production

Manufacturing demand isn't constant — it spikes with seasons, contracts, and market shifts. Managed hosting allows IT resources to scale in sync with production needs. Ramp up compute power during peak periods, then scale back to control costs. No need to overprovision hardware that sits idle for months. The infrastructure flexes with your business.

Managed hosting allows IT resources to scale in sync with production needs.

Case Study: Drosed Group

When Drosed Group, a leading player in the food manufacturing industry, began evaluating its IT infrastructure, one requirement stood out: **uninterrupted business continuity**. The company's core systems — Oracle JD Edwards ERP and a dedicated business intelligence platform — were mission-critical. **Any disruption could ripple through production, distribution, and retail operations**.

That's why Drosed turned to Comarch. The project began with a deep audit: identifying system dependencies, assessing on-prem infrastructure, and mapping out a secure, staged migration path. One of the biggest technical hurdles was converting the company's legacy **DB2 database to an Oracle environment** — a complex task handled in close collaboration with Drosed's IT team.

Key benefits include:

- Business continuity and high availability, backed by guaranteed SLAs
- Predictable costs through a subscription-based pricing model
- Simplified vendor management, with Comarch as a single point of contact across technologies
- Faster system recovery times, thanks to 24/7 monitoring and optimized network architecture
- Improved network performance, tailored to the specific needs of each branch
- Access to the latest technologies without the overhead of continuous in-house upgrades
- Room to grow, with scalable services and architecture that supports future innovation

Comarch's wide range of services and many years of experience were crucial factors behind our decision. We have appreciated Comarch's professional attitude throughout the project and good communication between Drosed and Comarch. As a result, the project was successfully delivered, as scheduled and within the budget.

— **Dariusz Orchowski**, CFO at Drosed

Case Study: Ebro Armaturen

Ebro Armaturen, a global leader in industrial valve manufacturing, partnered with Comarch to host and manage its ERP environment and core infrastructure services. What began with support for 250 ERP users expanded into a long-term relationship, including archiving, quality systems, and secure remote access. Ebro migrated its entire IT environment to Comarch's Dresden Data Center, completing a seamless go-live just three months after kickoff.

Ebro migrated its entire IT environment to Comarch's Dresden Data Center, completing a seamless go-live just three months after kickoff.

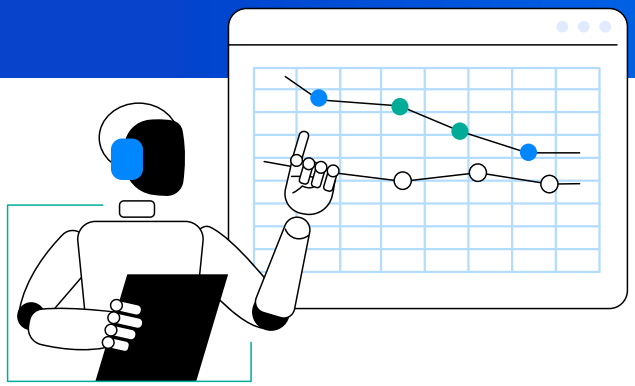
Today, Comarch supports nearly 600 users across a modern, multi-layered infrastructure designed for high availability and effortless scalability. With our experts managing daily operations, Ebro has reduced internal IT costs and sharpened its focus on global growth.

Key benefits:

- 99.8%+ annual uptime
- Enterprise-grade data protection
- Scalable ERP environment for 600 users
- Access to modern software and hardware
- Reduced need for in-house IT hires
- Stronger foundation for international expansion

In the last seven years of successful cooperation, Comarch proved its ability to deliver high quality IT services. The implemented solutions have already been growing with the fast, global development of Ebro Armaturen. We are sure that partnership with Comarch is future-oriented and adjusted to our needs. We highly recommend Comarch solutions to any large enterprise that is looking for a reliable IT partner.

— **Athanasios Margaritis**, CIO at Bröer Group



Manufacturing Case Study Comparison:

Grupa Drosed and Ebro Armaturen

	Drosed	Ebro Armaturen
Primary Challenge	Business continuity	Scaling ERP services and infrastructure modernization
Key Migrated Systems	ERP (Oracle JD Edwards), BI platform, mail servers, WAN, remote access	ERP, SharePoint, Exchange + Archive, quality systems, file services
Technical Work	DB2 to Oracle database transformation, WAN setup, Cisco AnyConnect deployment	Migration to new data center, staged transfer of services, infrastructure scale-up
Data Center Migration	Comarch Data Center (Kraków)	Comarch Data Center (Dresden)
IT Management Shift	Reduced internal burden; Comarch manages infrastructure and telecom partners	Comarch handles all managed services and IT operations
Cost Impact	Predictable monthly subscription model	Reduced IT costs
Strategic Benefit	Business continuity + simplified IT operations	Scalable infrastructure + stronger foundation for global growth

Industry-specific challenges for Logistics

In logistics, seconds matter. Whether you're tracking cross-border shipments, automating warehouse workflows, or routing fleets in real time, **your operations depend on accurate, uninterrupted data flow**. And as supply chains stretch across continents and ecosystems, your IT infrastructure becomes just as critical as your trucks, docks, or distribution hubs.

But the complexity is growing. Data has to move — securely and instantly — between internal systems, third-party vendors, and global partners. Downtime isn't just inconvenient. **It's a missed delivery, a stalled line, a lost contract**.

Why Managed Hosting is the Right Solution for Modern Logistics

Managed hosting helps logistics providers shift from reactive IT support to a resilient digital backbone. **With a hosted infrastructure model, you gain access to:**

- Reliable, high-performance infrastructure that supports just-in-time operations without lag or outages
- Seamless integration between systems, partners, and global platforms — enabling real-time data sharing across the supply chain
- Built-in security and compliance, protecting sensitive tracking, customer, and inventory data across geographies
- Scalability on demand, so your IT doesn't bottleneck as your operations grow or flex with seasonal peaks

In a world where delivery windows are tight and expectations are tighter, your infrastructure can't be a weak link. Managed hosting offers the **resilience and agility logistics demands — without the burden of maintaining it all in-house**.

Case Study: Schnellecke

Schnellecke, a leading logistics provider in the automotive sector, turned to us for a secure, high-performance cloud platform tailored to their critical business operations. **Comarch's solution included a combination of IBM Power Systems and x86/x64 architecture**, providing the scalability required for data-intensive applications like Oracle databases.

Hosted across two separate Comarch data centers in Dresden and Kraków, this infrastructure complies with the highest European data protection regulations. The result is increased process efficiency for Schnellecke's operations, with minimized risk of failure and improved quality across their logistics services.

Results & benefits:

- Optimized operational costs through managed services
- Certified security with ISO and TISAX compliance
- Scalable cloud platform for high-performance logistics applications
- High uptime reliability driven by a strict SLA
- Data protection guaranteed with Comarch's European data centers
- Dedicated support from certified specialists and a service delivery manager

Implementing a successful digitization strategy at Schnellecke Logistics means, for us, focusing on value-adding IT services when using our own resources. Partnering with Comarch is based on reliability, fairness, and being on an equal footing, which helps us to sharpen that focus. The global cloud services of Comarch used for our logistics system, SILENA, are complex and require maximum reliability, stability, and failure safety.

— **Karsten Keil**, Vice President of IT at Schnellecke Logistics

Case Study: Hermes Germany

Hermes Germany GmbH, a leader in logistics, embarked on a major digitization project to boost efficiency and flexibility. The company needed an ERP system capable of simplifying, automating, and accelerating operations. Our solution? Comarch ERP Enterprise, a 100% cloud-enabled software designed for flexibility and scalability, **hosted in Comarch Data Centers in Germany**.

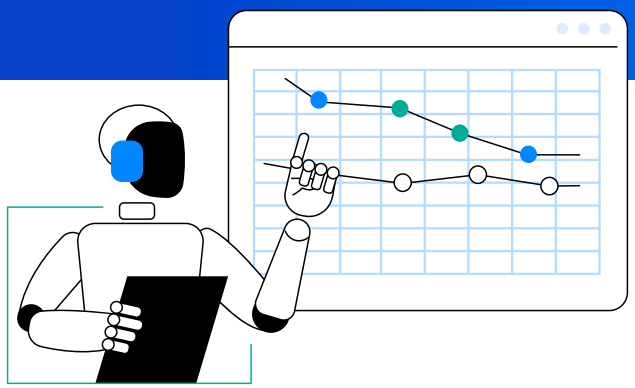
In addition to ERP, Hermes chose Comarch ICT for critical infrastructure and services. This included a **highly available system environment, VMware virtualization, and comprehensive 24/7 managed services** to ensure optimal performance and uptime. Hosting is certified by the **ISAE Trusted Projects Program**, guaranteeing the highest standards of security and operational continuity.

Results & benefits:

- Automated processes to accelerate operations and increase speed
- Optimized operational costs through open-source DBMS and managed services
- High-availability system environment, ensuring seamless business operations
- 24/7 support with dedicated professionals and performance optimization
- Certified security in Tier-3 compliant Comarch Data Centers
- Scalability and flexibility to meet future demands

The good experiences in the partnership with Comarch have strengthened our decision. We are very satisfied with Comarch ICT and the many years of trusting collaboration.

— **Bert Woschkeit**, CIO at Hermes Germany



Logistics Case Study Comparison:

Hermes Germany and Schnellecke

	Hermes Germany	Schnellecke
Primary Challenge	Digitization and improving efficiency with a flexible ERP system	Improving efficiency high availability for critical applications
Key Migrated Systems	Hosting and managed services	SILENA and web portal applications, Oracle database, WAN, mobile access
Technical Work	VMware virtualization, backup solutions, 24/7 managed services, ISAE Trusted certification	Dedicated cloud platform, IBM Power Systems, data protection across multiple data centers
Data Center Migration	Comarch Data Center in Germany	Comarch Data Centers in Dresden and Kraków
IT Management Shift	24/7 IT support and managed services through Comarch ICT	Comarch manages infrastructure, cloud services, and network security for Schnellecke
Cost Impact	Cost optimization through open-source DBMS and managed hosting services	Optimized operational costs and minimized risk of failure due to robust IT management
Strategic Benefit	Streamlined and automated processes, higher speed, and flexibility for future growth	Increased efficiency, minimized risks, and enhanced service quality in automotive logistics

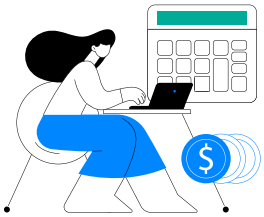
Chapter 3

The Business Case for Switching to Managed Hosting

The Financial Benefits of Moving Away from On-Premise

For many businesses, the initial leap to **on-premise data centers** can seem like a smart, long-term investment. After all, owning your own infrastructure provides a sense of control — complete ownership and oversight of your hardware, storage, and servers. However, when you start factoring in the **hidden costs** — the energy bills, the hardware replacements, the maintenance contracts, the IT staff — you quickly realize that on-premise data centers aren't nearly as cost-effective as they appear on paper.

Here's the truth: **Managed hosting is often the more financially sound choice**.

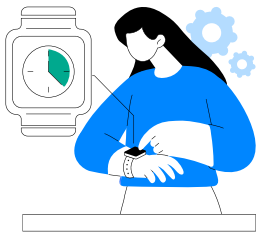


Lower IT Costs

With managed hosting, you eliminate the need for large upfront **CapEx** investments. Gone are the hefty expenses tied to buying and maintaining hardware, as well as managing the complexity of on-prem systems. Instead, you pay a **predictable monthly subscription**. That means no surprise costs for broken servers or emergency repairs. The cost is fixed, the infrastructure is optimized, and you're only paying for what you need.

Predictable Pricing

Unlike on-prem solutions where expenses can fluctuate wildly, **managed hosting** provides the benefit of stable pricing, making it easier to budget and plan for the future. Whether you're expanding your infrastructure, optimizing data storage, or scaling your network, the cost remains steady. For CFOs and financial planners, this is the kind of certainty that turns IT from a black box expense into a **predictable, measurable investment**.

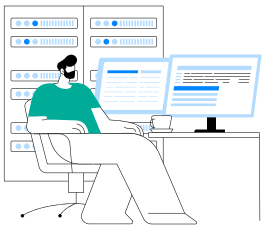


Reduced Maintenance Overhead

One of the hidden costs of on-prem data centers is the **ongoing maintenance**. From replacing aging hardware to ensuring your systems remain secure and compliant with regulations, the **time and labor** spent maintaining your own infrastructure adds up. With managed hosting, these tasks are offloaded to the provider, freeing up your IT team to focus on strategic projects. It's not just financial savings; it's a **resource-saving move** that lets your internal team focus on what they do best.

Operational Advantages

When you make the shift from on-premise to **managed hosting**, you're not just saving money — you're enhancing your entire **operational efficiency**.

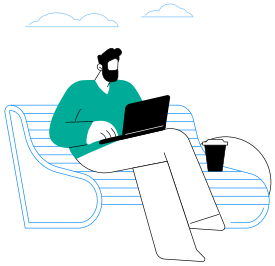


Higher Reliability

One of the most significant operational advantages is the **increased reliability** you get with managed hosting. Your provider will offer robust SLAs that guarantee higher uptime and faster recovery in case of any issues. With **enterprise-grade hardware** and redundant systems, managed hosting environments are designed to be resilient, with failover mechanisms in place to keep your business running smoothly — no matter what.

24/7 Monitoring and Expert Support

On-premise data centers require constant monitoring, regular updates, and support from your internal IT team. This demands a significant time investment, which, as your systems grow, can turn into a drain on resources. With managed hosting, this responsibility is shifted to the provider, who delivers **round-the-clock monitoring** to identify potential issues before they impact your business. **Expert support** is available at any hour, ensuring your systems stay up and running with minimal downtime. This **always-on approach** is a game-changer for businesses that cannot afford interruptions.



Business Continuity

Managed hosting also plays a crucial role in **business continuity planning**. With **dedicated disaster recovery solutions** and continuous backup services, your business is protected against data loss, cyber-attacks, or unforeseen outages. The provider's infrastructure is often spread across multiple locations, ensuring that your operations stay resilient and can quickly recover in case of a disaster. You get **peace of mind** knowing your critical data is secure and always accessible.

Compliance and Security Enhancements

Managing compliance with industry standards is no small feat. The legal landscape around data storage, privacy, and security is constantly evolving, and it can be time-consuming and expensive to stay up-to-date with all the requirements.

Managed hosting providers take this burden off your shoulders by offering **out-of-the-box compliance solutions** that meet industry-specific regulations, such as **TISAX, HIPAA**, or **PCI DSS**. These solutions are **built into the infrastructure**, meaning you don't have to worry about making additional investments or undertaking complex audits to stay compliant.

In addition to these, one of the most critical compliance concerns today is GDPR (General Data Protection Regulation). For companies operating within or dealing with the European Union, GDPR mandates strict guidelines for data protection, privacy, and the handling of personal data.

By January 2025, the cumulative total of GDPR fines had reached approximately €5.88 billion. As of April 2025, the Industry and Commerce sector had incurred 478 fines totaling €948 million, while the Transportation and Energy sector faced 134 fines amounting to €202 million.

Enhanced Security

Security is a core pillar of managed hosting, and providers go above and beyond to implement top-tier protections against cyber threats. Your data is encrypted, firewalls are regularly updated, and systems are continuously tested to identify vulnerabilities.

Industrial Cyber reports that by Q3 2024, the manufacturing industry became the primary target of ransomware, with 30% of global attacks impacting this sector.

According to Oracle's Security in the Age of AI Report, over **60% of C-Suite executives view security as the top benefit of cloud computing**, ranking it higher than cost savings, scalability, ease of maintenance, and speed.

With managed hosting, your business gains access to enterprise-level security protocols that would be hard to replicate with an on-premise setup — without the need for large investments in security infrastructure.

With managed hosting, your business gains access to **enterprise-level security protocols** that would be hard to replicate with an on-premise setup — without the need for large investments in security infrastructure. Managed hosting providers employ **dedicated security teams** to ensure your systems are fortified against breaches, keeping your data safe and your business compliant.

Financial Case Study: Boost

As one of the fastest-growing e-wallet providers in Malaysia, Boost needed more than just a data center — they needed a partner who could deliver speed, security, and seamless integration. With a growing user base, expanding point-of-sale databases, and mounting regulatory pressure from Malaysian financial authorities, **the company faced a tight deadline to enhance its infrastructure without compromising performance or compliance**.

After reviewing several providers, Boost chose Comarch Data Center Services for their global expertise, cost efficiency, and proven ability to execute high-stakes projects. **The goal was to secure customer data locally while integrating with Boost's front-end application hosted in AWS**. Time was critical — delay meant risking market share in an increasingly competitive space.

To meet the deadline, the project was split into two tightly coordinated phases. First, Comarch set up a temporary production environment to handle the data migration and synchronization, ensuring business continuity while the final hardware was being prepared. Then came the rollout of the permanent infrastructure: **hardware installation, network and OS configuration, database setup, and backup systems**. Everything went live on schedule — with **zero service disruption**.

Results:

- Improved data security aligned with stringent financial compliance standards
- Rapid deployment completed within tight deadlines and budget
- Full integration with AWS-hosted applications
- Seamless migration without downtime
- Scalable architecture built for growth
- Dedicated support team ensuring responsive, client-focused operations

Working with Comarch was a pleasure. We knew the project requirements were very demanding, but Comarch engineers were up to the task. Not only did they meet all the requirements and deadlines, they also provided our team with the necessary know-how about the implementation during the deployment. We look forward to future collaborations with Comarch.

Boost™

Chapter 4

The Future of Data Centers — 2025 and Beyond

The role of the data center has changed dramatically — and it's not slowing down.

Global demand for data centers is expected to grow by 19 to 22% between 2023 and 2030, according to McKinsey & Co.

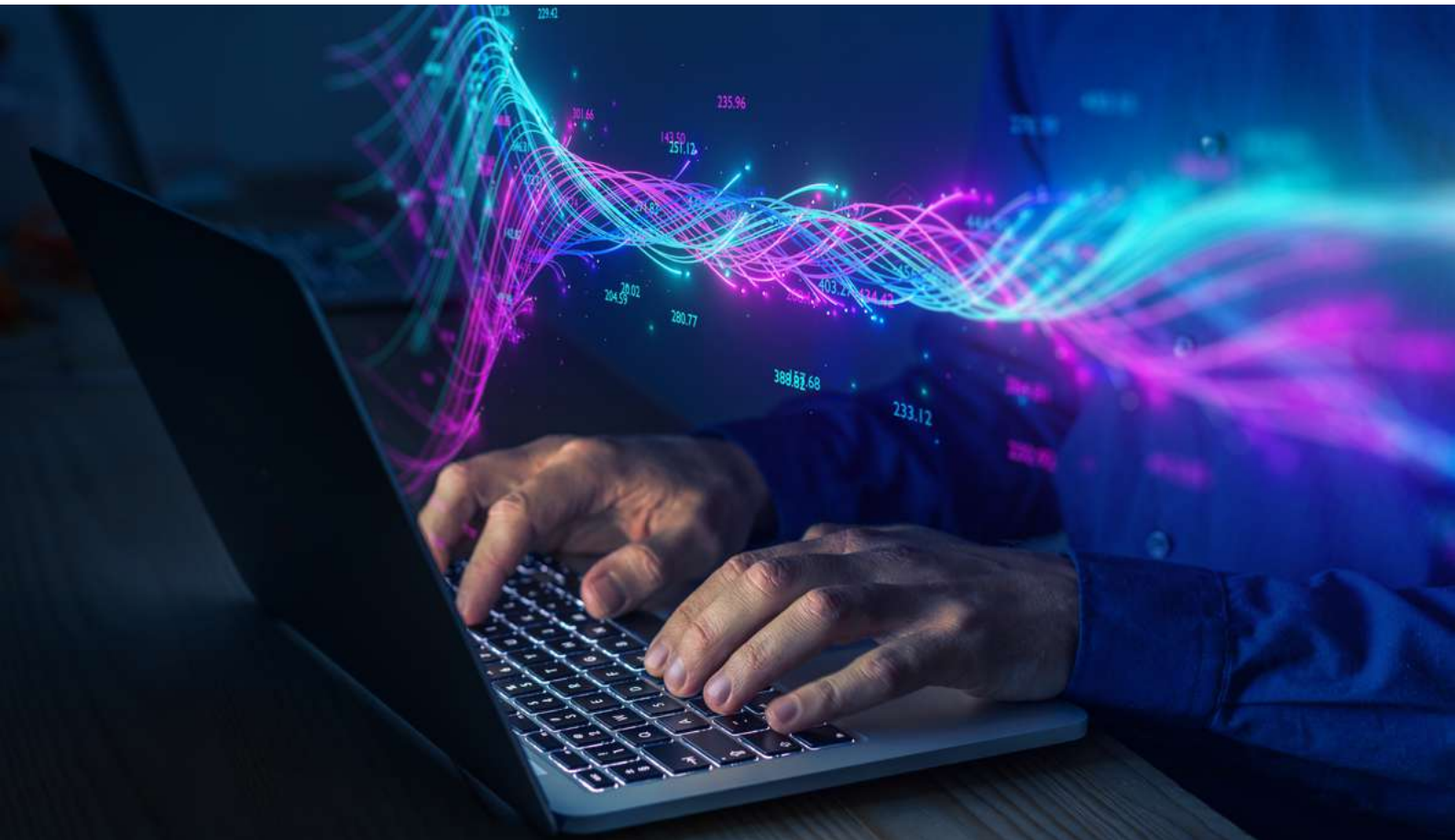
What was once viewed as a static, back-office asset is now seen as a dynamic engine for business agility, innovation, and resilience. As we look ahead, a few clear trends are shaping the next generation of enterprise IT infrastructure — and they're worth paying attention to.

The Rise of AI-Driven Infrastructure Management

According to the 2024 State of the Data Center report, **42% of GenAI workloads are in colocation, 34% in on-premises data centers, and 18% in the public cloud**. With 1/3 held in data centers, it naturally prompts innovation in the data center infrastructure.

Artificial intelligence is now embedded directly into infrastructure operations and it can increase data center efficiency by as much as 30% in 2025. From predictive maintenance and load balancing to intelligent energy usage and real-time security monitoring, AI is helping businesses manage increasingly complex systems with more precision and less manual effort.

In 2025, **Microsoft is set to invest around $80 billion in building new data centers, while Meta is committing $10 billion to a massive four-million-square-foot hyperscale facility** in Louisiana.



Sustainability Moves from Slogan to Strategy

Green data centers are quickly gaining popularity. Regulatory pressure, rising energy costs, and corporate ESG commitments are all driving demand for energy-efficient operations.

Modern providers can offer:

- Reduced building footprint
- Efficient cooling systems
- Use of waste heat
- Hot aisle and cold aisle containment strategies
- Virtualization
- Optimization of resource use
- Renewable energy sources

That said, **traditional on-premise data centers will continue to exist**. The 2024 Global Market Report projects a significant CAGR of 15.5%, reflecting strong demand in the sector.

But traditional data centers need to evolve or risk becoming financial and environmental liabilities.

The Hybrid and Multi-Cloud Revolution

Most organizations no longer think in terms of 'cloud vs. on-premise'. Instead, they're embracing **hybrid and multi-cloud environments** that offer flexibility, redundancy, and performance tailored to specific workloads. Managed hosting plays a critical role in this new ecosystem — offering predictable costs, enterprise-grade security, and seamless integration with public cloud providers.

Edge Computing Redefines Proximity and Speed

As industries like manufacturing, logistics, and retail become more data-intensive and latency-sensitive, edge computing is stepping in. By pushing computing power closer to the source of data — whether that's a factory floor, a distribution hub, or a connected vehicle — organizations can enable real-time insights and faster decision-making. **Data centers will need to be more distributed, responsive, and integrated with edge infrastructure than ever before**.

Gartner predicts that by 2025, **75% of data generated by enterprises will be created and processed at the edge**.

Cybersecurity and Compliance: A Moving Target

With cyber threats growing in volume and sophistication, and regulators raising the bar globally, **compliance and security are no longer separate concerns — they're foundational requirements**.

- The IBM Cost of a Data Breach 2024 report reveals that the average global cost of a breach has risen to $4.88 million, up from $4.45 million the previous year — marking the largest increase since the pandemic.
- The State of Ransomware 2024 report by Sophos shows that 59% of surveyed organizations experienced a ransomware attack.
- Phishing attacks have surged by an astonishing 4,151% since ChatGPT's public launch in late 2022, according to SlashNext's State of Phishing 2024 report.
- Netscout reported approximately 8 million DDoS attacks in the first half of 2024, with a 12.75% increase in attacks during the second half of the year.

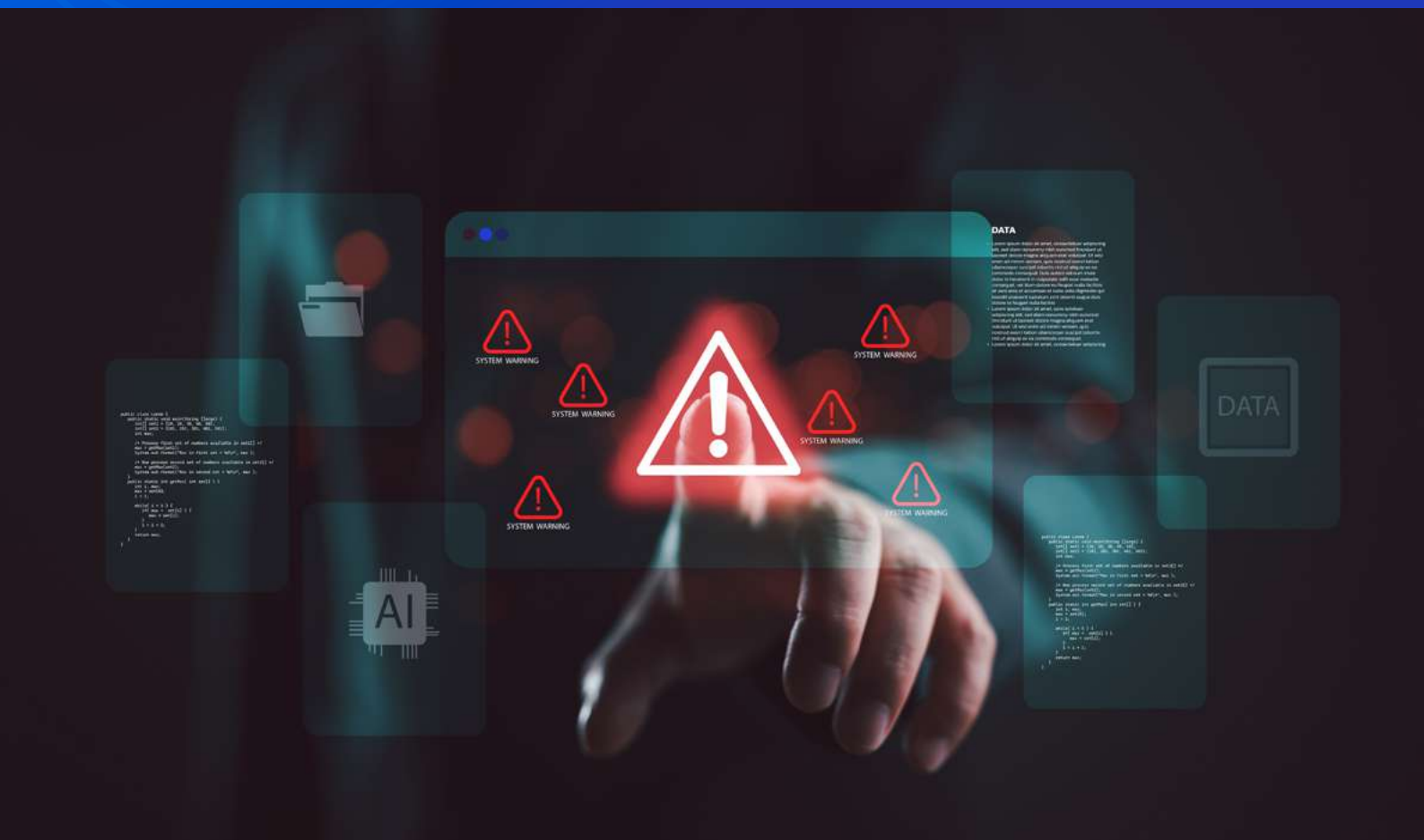
The future of data centers lies in delivering airtight environments that not only meet today's standards but can quickly adapt to tomorrow's rules. That means **ongo-**

ing investment in certifications, proactive threat monitoring, and a shift toward zero-trust architectures.

IDC's latest Worldwide Security Spending Guide forecasts a **12.2%** year-over-year growth in global security expenditures in 2025.

Compliance is a growing concern, especially in those highly regulated industries. Businesses should partner with providers who understand the specific laws regarding their sector to protect their business and maintain customers' trust.

Marcin Trzaskowski
ICT Cloud Director at Comarch



Enterprise IT: Fully On Your Own, Part of the Cloud — Always in Control

No matter the structure of your digital ecosystem — fully standalone, partially hybrid, or somewhere in between — the goal remains the same: **build an IT environment that powers innovation, scales with demand, and delivers rock-solid reliability**.

For enterprises navigating global supply chains, connected factories, or real-time logistics networks, managed hosting is a must-have and a competitive advantage. It eliminates the guesswork of scaling infrastructure, the stress of maintaining up-time, and the drag of managing hardware, all while aligning your tech stack with your business goals.

Choose the Right Managed Hosting Partner

Not all providers are created equal. The right partner should offer more than just racks and cables — they should bring strategic guidance, bulletproof security, and industry-specific expertise.

When evaluating providers, look for:

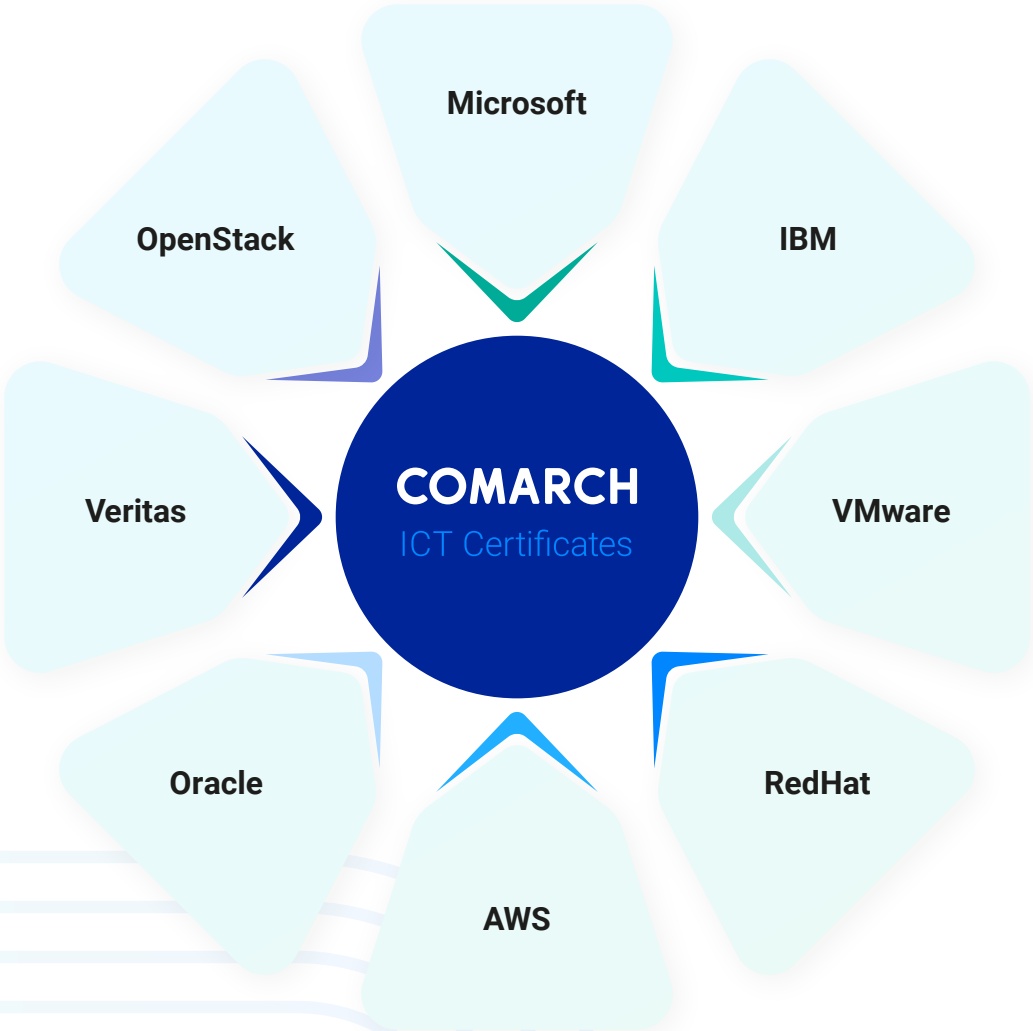
- High server availability
- Transparent pricing and predictable cost models
- A strong global footprint with localized hosting options
- Certified compliance with relevant industry standards
- Responsive, 24/7 technical support with defined SLAs
- Flexibility to meet unique infrastructure and governance needs

Why Enterprises Choose Comarch ICT

At Comarch, we do more than just host infrastructure — we help you **run smarter and scale faster**. Whether you need colocation, managed hosting, or disaster recovery services, we deliver it under **one contract, one SLA, and one aligned vision** for your future.

Comarch provides:

- Over 99.99% availability
- Full technological stack delivery
- Unified SLA parameters for every component
- Vendor lock-in avoidance through open platforms
- Transparent, controllable cost structures
- Global presence with 15 data centers across continents
- Industry-leading certifications and 24x7 expert assistance
- Data residency and hosting aligned to your compliance needs
- Customized deployment built around your business — not the other way around



Let’s Build the Right Solution for Your Business

You don’t have to do it alone. Whether you’re rethinking your infrastructure, preparing for growth, or simply tired of the upkeep, **we’re here to help**.

Schedule a no-obligation consultation with a Comarch ICT expert — and discover what your business could achieve with the right infrastructure behind it.

COMARCH