



CoreSite Supports Retailers' Digital Initiatives

September 8, 2020

Overcoming logistical supply-chain challenges

Meeting and exceeding customer experience expectations

DENVER--(BUSINESS WIRE)--Sep. 8, 2020-- **CoreSite Realty Corporation** (NYSE:COR) (the "Company"), a premier provider of secure, reliable, high-performance [data center](#), [cloud](#) and [interconnection](#) solutions in major U.S. metropolitan areas helps retail organizations deliver on digital transformation goals.

Retail industry IT leaders are being asked to do much more than "keep the lights on" and reduce costs for their organizations. Digital initiatives, operational excellence, and, most importantly, delivering on customer expectations are the leading goals in today's environment.

Today's retailers must remain relevant throughout global crises and beyond – and they do that by making people's lives easier, safer and simpler. As modern organizations, retailers put a lot of the pressure of achieving the "customer experience gold standard" on the shoulders of IT leaders. This is a big challenge for those who need to achieve unified commerce – and all of the benefits it enables – while simultaneously balancing complex legacy applications with modern IT innovations. CoreSite's hyper-connected data centers are the perfect fit for achieving retailers' business goals.

Hyper-connected data centers are a key ingredient of a high-performance hybrid cloud architecture. Robust networking solutions are particularly important for the geographically disparate data entry points retailers face. Dedicated managed service providers assist with migrating, provisioning, deploying and managing IT assets. At a CoreSite facility, the [robust community](#) of network, cloud, IT and enterprise vendors assemble to solve your unique challenges and provide optimal, cost-effective solutions.

"Our ability to process huge amounts of data and ensure the availability of shopping on the app every minute of every day is paramount to our sustainable growth," says Paul Zugnoni, Wish's Director of Infrastructure — Datacenter and Networking. "There are so many ways to accomplish that. For us, a hybrid cloud datacenter approach was key for performance and optimal long-term cost management. A hybrid infrastructure gives us the flexibility and business agility required to remain competitive in such a dynamic market."

Exceptional Customer Experiences Start with a Strong Digital Foundation

CoreSite has:

- [Direct connections](#) to partners and providers within the same building, reducing latency, improving network performance and saving on network costs
- [24x7x365 highly skilled](#) on-site operations professionals
- [Modern facilities](#) that are able to support **high-density solutions** for even the most power-hungry applications
- Deployments ranging from partial cabinets to private suites on a [national footprint](#) so you can **scale** as needs evolve
- Savings on data egress charges with direct access to [leading cloud providers](#), such as **AWS, Microsoft, Google, Alibaba Cloud, Oracle and IBM**
- A stellar record of operational excellence, evidenced by [eight-9s uptime](#) in 2019

"Retailers are facing an unprecedented era of upheaval," says CoreSite VP of Sales, Gerry Fassig. "Companies that are able to weather the storm are going to be ones who put their customer experience initiatives first and work hard on their digital transformation. CoreSite is excited to partner and support retailers, solving unique problems that ultimately benefit their end-users".

Additional Resources

- [Wish Customer Story](#)
- [Retail Customer Story](#)
- [Retail Solution Industry Overview](#)
- [Accelerate Your Digital Business with CoreSite](#)
- [Interconnection, Data Centers & the Future](#)

**Calculations based on speed tests conducted by CoreSite of direct interconnection product vs. the public Internet and may not accurately reflect your performance improvements. These tests have not been independently verified by any third-party and should not be deemed to be an assurance or guarantee as to expected performance.*

[Contact Our Team](#) > **CoreSite's team of retail industry focused data center experts are ready to serve your needs**, please contact us for further information on CoreSite's capabilities.

[Request a Tour](#) > Let us take you on a virtual or live tour of a state-of-the-art CoreSite facility.

About CoreSite

CoreSite Realty Corporation (NYSE:COR) delivers secure, reliable, high-performance data center, cloud and interconnection solutions to a growing customer ecosystem across eight key North American markets. More than 1,350 of the world's leading enterprises, network operators, cloud providers, and supporting service providers choose CoreSite to connect, protect and optimize their performance-sensitive data, applications and

computing workloads. Our scalable, flexible solutions and 450+ dedicated employees consistently deliver unmatched data center options — all of which leads to a best-in-class customer experience and lasting relationships. For more information, visit www.CoreSite.com.

Forward Looking Statements

This press release may contain forward-looking statements within the meaning of the federal securities laws. Forward-looking statements relate to expectations, beliefs, projections, future plans and strategies, anticipated events or trends and similar expressions concerning matters that are not historical facts. In some cases, you can identify forward-looking statements by the use of forward-looking terminology such as “believes,” “expects,” “may,” “will,” “should,” “seeks,” “approximately,” “intends,” “plans,” “pro forma,” “estimates” or “anticipates” or the negative of these words and phrases or similar words or phrases that are predictions of or indicate future events or trends and that do not relate solely to historical matters. Forward-looking statements involve known and unknown risks, uncertainties, assumptions and contingencies, many of which are beyond CoreSite’s control that may cause actual results to differ significantly from those expressed in any forward-looking statement. These risks include, without limitation: the geographic concentration of the Company’s data centers in certain markets and any adverse developments in local economic conditions or the level of supply of or demand for data center space in these markets; fluctuations in interest rates and increased operating costs; difficulties in identifying properties to acquire and completing acquisitions; significant industry competition, including indirect competition from cloud service providers; failure to obtain necessary outside financing; the ability to service existing debt; the failure to qualify or maintain its status as a REIT; financial market fluctuations; changes in real estate and zoning laws and increases in real property tax rates; the effects on our business operations, demand for our services and general economic conditions resulting from the spread of the Novel Coronavirus (“COVID-19”) in our markets, as well as orders, directives and legislative action by local, state and federal governments in response to such spread of COVID-19; and other factors affecting the real estate industry generally. All forward-looking statements reflect the Company’s good faith beliefs, assumptions and expectations, but they are not guarantees of future performance. Furthermore, the Company disclaims any obligation to publicly update or revise any forward-looking statement to reflect changes in underlying assumptions or factors, of new information, data or methods, future events or other changes. For a further discussion of these and other factors that could cause the Company’s future results to differ materially from any forward-looking statements, see the section entitled “Risk Factors” in its most recent annual report on Form 10-K, and other risks described in documents subsequently filed by the Company from time to time with the Securities and Exchange Commission.

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