



**Infrastructure  
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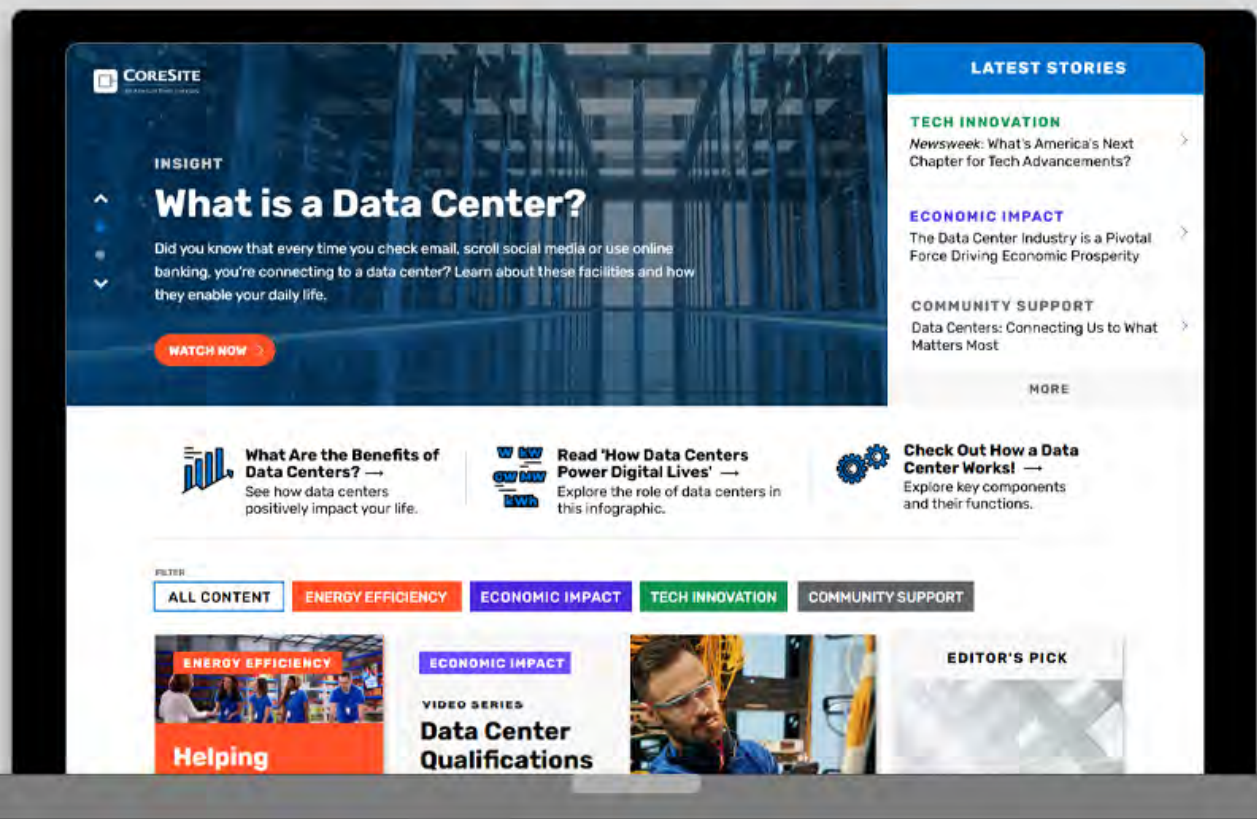


**CORESITE**  
An American Tower Company

i M M E M B E R S T O R I E S



# What Are Data Centers? CoreSite's Knowledge Base Delivers Answers



**The iMasons Legacy Podcast**

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## Making Data Centers Visible

What are data centers? The question rose to the forefront with the launch of the generative artificial intelligence (AI) tool ChatGPT in November 2022. As hundreds of millions of people interacted with the chatbot, they began to ask about the technology that makes it work.

This moment illuminated the invisible digital infrastructure that's required to run daily life, which are data centers, according to [CoreSite](#), an American Tower Company. The company saw a void of information about what the digital infrastructure industry is and does.

CoreSite encountered this void through interactions with news reporters, congressional leaders and community groups. A search came up empty for plain-language resources that connect the dots between data centers and everything from online gaming and content streaming to emergency response systems.

In the meantime, the construction of new data centers to meet the increased demand for digital services accelerated. CoreSite fielded more questions about data centers and digital infrastructure's need for land, power and water resources.

To help answer these questions and educate people about career opportunities in the digital infrastructure industry, the company developed

the [Data Center Knowledge Base](#). The digital content hub includes articles, infographics and videos that make the world of data centers accessible to people outside the digital infrastructure industry.

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## The Data Center Perception Challenge

**T**he need to educate the public about the positive impact of data centers has emerged as a top priority for continued growth of the digital infrastructure industry, according to [Infrastructure Masons](#) (iMasons), a global non-profit professional association that unites the builders of the digital age.

For decades, the industry maintained a low profile, expanding out of sight and out of mind. That changed as the physical size and power capacity of data centers increased to keep up with demand for digital services such as cloud computing, telehealth, social media and AI.

The construction of new data centers and related infrastructure including power transmission lines and substations brought the industry into the public zeitgeist. Data centers were suddenly in the news and a part of the public conversation.

The attention opened a window onto the dynamics and challenges of the digital infrastructure industry and illustrated how critical and essential the industry is to daily life.

The CoreSite Data Center Knowledge Base helps tell this story and can serve as a model for other members of the digital infrastructure industry.

The content on the website is also available to support community outreach and engagement campaigns when a data center developer enters a new community.

Community education about data centers is a key component of the [iMasons Social Accord](#), a new iMasons initiative that includes a framework on how developers can become a part of the communities where data centers are deployed and ensure their projects are in economic, social and ecological balance with the community.

CoreSite, which owns and operates 30 data centers in 11 markets, launched the Data Center Knowledge Base as part of its broader engagement strategy with local communities, customers and policymakers to show the value of data centers to the people in the markets the company serves.

**The need to educate the public about the positive impact of data centers has emerged as a top priority for continued growth of the digital infrastructure industry.**



## State of the Industry

Content creation about the digital infrastructure industry is part of CoreSite's culture and business strategy. That's because colocation data centers serve multiple tenants with a variety of connectivity needs. Plain-language content helps the company explain the digital infrastructure landscape to potential tenants.

Most recently, [Harvard Business Review Analytic Services](#) in association with CoreSite developed a white paper that describes the role of data centers in the global economy and how colocation data centers support the digital services that society and enterprises depend on every day.

The white paper focuses on an executive audience and answers common questions such as: What is a data center? Why is it important?

CoreSite also commissions an annual [State of the Data Center Report](#) on industry trends, strategy and innovation based on an annual survey of 300 IT leaders. The 2025 report stresses the importance of colocation data centers in offering connectivity between on-premises data centers, hyperscale data centers and colocation data centers.

One data point that stands out is that businesses want their colocation provider to have connectivity with a variety of cloud providers, yet only 19% said they have it. This data point dropped from 31% in 2024.

Another key finding in the report is that as the data center industry matures, more companies are adopting a hybrid, multi-cloud strategy that is facilitated by colocation data centers with direct connect onramps to private and public clouds from a single data center or data center campus.

iMasons reported a similar trend in its own [State of the Digital Infrastructure Industry 2025 Report](#), which synthesizes input from more than 500 industry professionals. That report notes increased data repatriation from the cloud to colocation data centers and growing use of private AI models to protect proprietary data.





## Workforce Development

**M**aintaining a steady stream of content about the role of digital infrastructure in daily life also serves to address the talent gap in the digital infrastructure industry, noted CoreSite.

The digital infrastructure industry needs people to build, operate and maintain data centers. The industry provides a solid career with upward mobility.

For example, CoreSite provides its technicians with a self-paced, skills-based pathway to advancement through a program that enables them to qualify in the different proficiencies needed for data center security and systems operations.

The program is based on training best practices its developers learned during their careers in the military. Today, around a third of CoreSite's

data center operations workforce is composed of military veterans.

The workforce development initiatives at CoreSite and focus on veterans resonates with several initiatives at iMasons. For example, programs through the [iMasons Armed Forces Member Focus Group](#) have provided thousands of veterans access to careers in the digital infrastructure industry.

iMasons was founded in 2016 to connect people in the digital infrastructure industry to drive innovation because innovation drives efficiency. The association encourages industry professionals to share experience and expertise and develop skills to advance their careers.

The complementary initiatives at CoreSite are part of a rising tide that is lifting all boats across the industry.

**Maintaining a steady stream of content about the role of digital infrastructure in daily life also serves to address the talent gap in the industry.**





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