

The Infrastructure Behind Everything You Do

From your morning alarm to your late-night scroll, it's all running somewhere

The digital economy isn't powered in a cloud. It runs in buildings, the physical facilities housing millions of servers, cooling systems, and power infrastructure that process and deliver data around the clock.

Those buildings have been there for decades. Long before anyone was talking about AI, data centers were already running the systems modern society depends on. That was true in 2006. It was true in 2016. It's still true today.

AI is new to the headlines, but it's not a new technology and it's not the reason data centers exist. It's simply the latest technology to enter the scene. If AI disappeared tomorrow, we would still need data centers just to keep the lights on.

What AI has done is accelerate demand at a scale the industry has never seen before and put data centers in the spotlight in the process. Even without AI, the underlying need was already growing long before ChatGPT became a household word. Every new application, every connected device, every business adding to the cloud adds to the load. AI didn't create that trajectory. It just stepped on the gas.

Data center infrastructure has gone from a behind-the-scenes framework to one of the most consequential buildout challenges in the modern economy. Government, utilities, and technology companies are all working to keep pace. The conversation worth having isn't whether to build more data centers. We don't really have that choice. It's how to build them responsibly.



Your Digital Day, Powered by Data Centers

Every tap, swipe, and transaction runs through one

The alarm on your phone goes off. Data center. You check the weather. Data center. You scroll through the news, fire off a few emails, and order coffee through an app on your way out the door. Data center. Data center. Data center.

On your commute, your navigation reroutes you to avoid an accident in real time. At the office, you jump on a video call, pull up a shared document, and process an invoice. You grab lunch and pay with your phone. Data center. Data center. Data center. Data center.

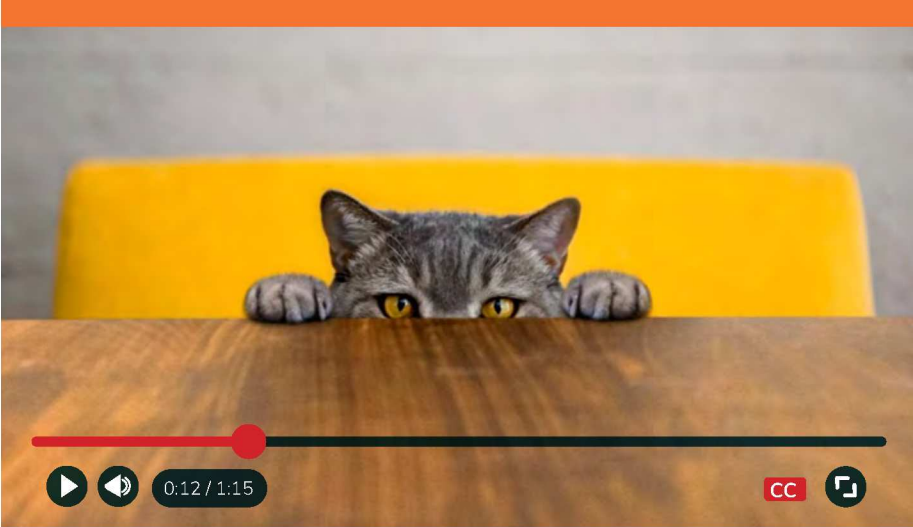
On the way home, you stream a podcast. Your kid's school sends an alert through its parent app. You check your bank balance, order dinner, and settle in for a show. Your smart thermostat adjusts the temperature before you even think about it.

Somewhere across town, a hospital is pulling up patient records. A bank is processing thousands of transactions. A 911 dispatcher is routing emergency calls. None of it works without the same infrastructure running quietly in a data center.

By the time you fall asleep scrolling through social media, you've touched data center infrastructure thousands of times without thinking about it once.

That's exactly how it's supposed to work.

1. DataReportal, [Digital 2026 Global Overview Report](#), October 2025.
2. IoT Analytics, [State of IoT 2025: Number of Connected IoT Devices Growing 14% to 21.1 Billion Globally](#), October 2025.
3. DataReportal, [Digital Global Overview Report](#), October 2025. Data sourced from GWI.
4. MobiLoud, Global e-Commerce Statistics 2025, [as reported in Chain Store Age](#), February 2026.
5. Google, internal data, 2022.
6. YouTube Press, 2025.



BY THE NUMBERS: THE DIGITAL WORLD WE'VE BUILT

- There are currently **7.4** billion smartphones in use worldwide¹
- There are over **21** billion connected IoT devices worldwide²
- The average global user spends **18** hours and **36** minutes using social media each week³
- Global e-commerce shoppers' sales totaled **\$6.8** trillion in 2025⁴
- Google processes an estimated **8.5** billion searches every single day⁵
- YouTube Shorts average over **200** billion daily views — cat videos included⁶

Every single one of those figures is growing. The infrastructure supporting them has to grow with it.