**Module 3**

**Global Infrastructure and Reliability**

**Four business factors to consider when determining the region for your service, data, and applications.**

1. **Compliance with data governance**

* Depending on your company and location, you might need to run your data out of specific areas
* E.g. if your company requires all of it data to reside within the boundaries of the UK, you will choose, the London region

1. **Proximity to your customers**

* Selecting a region that is close to your customers will help you get content to them faster.

1. **Available service within a region**

* Sometime the closest region might not have all features you want to offer to customer.

1. **Pricing**

* The cost of the service can vary from region to region