

## **Nominee: UKFast**

### **Nomination title: Why UKFast Deserves the Hosting Provider of Year**

Having grown with no outside funding from a two-man team when setting up in 1999, UKFast is now turning over more than £20m and is the UK's largest privately-owned hosting and colocation firm, with four wholly-owned data centres in its portfolio. With a focus on service at its heart from the offset, UKFast has the client in mind in every step it takes. Having grown so large within outsourced data centres and experiencing downtime and service-level issues, CEO Lawrence Jones made it his mission to take control of our supply chain and every aspect of the service that we offer to our clients to guarantee the service that we promise, embarking on its data centre building strategy in 2010. In 2011, UKFast launched our first data centre – owning every aspect, even the freehold of the site. In the past twelve months UKFast has opened three further facilities, MaNOC 5,6&7, including Manchester's most powerful data centre complex, the aptly name DCplex.

So, why is UKFast the data centre provider of the year in 2013?

We've been there Having grown from in-house servers to colocating in outsourced data centres for several years and eventually to building, owning and managing our own data centres, we have been in the same position as the client that we now provide for. We've got the experience that tells us how important it is to have organised and colour-coded cabling throughout the data centre; how vital it is having engineers on site 24/7; and how costly any kind of downtime is. This experience led us to involve our data centre engineers – those who had worked in our outsourced DCs – in the design and build of our data centres. It's why we promise 99.99% network uptime and why we promise to pick up the phone within three rings. These are all things that we found frustrating in the past and knew that we could do better.

#### MaNOC 5,6&7

Within 12 months of launching our first data centre, we had filled it to capacity as demand in the region for quality space was so high, so we set out to build a data centre complex. In the past year, we've developed DCplex, which incorporates existing data centre MaNOC 4 and three new facilities MaNOC 5,6&7 which opened in December last year. These new facilities dwarf other Manchester operators with more power per square foot than any other data centre provider we have found outside of London. Bringing national and international Tier 1 and Tier 2 carriers and service providers into Manchester, the new data centres significantly accelerate and strengthen the city's position in the digital economy.

#### Speed

We all know that a half-second delay in page-load speed can cause a 20% drop in traffic (according to Google). As a firm that looks after the websites of some of the world's biggest e-commerce brands, this is an important stat. Our customers demand fast, highly-responsive, highly-available websites and our network has been built, from the beginning of UKFast, to cater for this. Long before we owned our data centres, we developed our own network within outsourced data centres. This became synonymous with reliability and speed. Today, with complete control over our data

centres, we can fully integrate this with maximum redundancy failover routes to deliver speed while guaranteeing uptime. We aggregate bandwidth from multiple top-tier providers and plug fibre optic lines directly into our data centres which are failed-over seamlessly, ensuring redundancy of our network. Our peering strategy combines with Cisco and Juniper hardware ensuring that our network has no single point of failure. We also developed a separate network solely for backup traffic. This removes the load of our clients' backup from our primary network, clearing the way for even faster delivery speeds.

### Sustainability

Being at the forefront of such a power-hungry industry comes with huge responsibilities for protecting the environment. With this in mind, UKFast was the first hosting provider to be certified 100% carbon neutral with PAS 2060. We have also committed to enhancing connectivity and the digital economy across not only Manchester and the UK but eventually the world! With continued investment in developing new data centre facilities and laying the fibre that is needed in this process, we have already contributed to the evolution of Manchester as a digital city. With plans for a 30-acre data centre campus and the property already acquired for MaNOC 8, we are already pushing ahead with plans to boost connectivity in the region further. With each new data centre, we also bring much needed competition to the data centre market which has long been dominated by a small number of key players.

### Accreditations

- VMware Partner / VMware Enterprise Service Provider
- VMware vCloud Powered Partner
- Microsoft Gold Partner
- RedHat Authorised Hosting Partner
- McAfee Security Alliance Elite Partner
- Registered Cisco Partner
- Dell partner
- ISPA member
- RIPE member
- Investors in People
- PAS 2060: carbon neutral
- ISO 14001: environmental standards
- ISO 27001: data security
- ISO 9001: Quality management
- PCI DSS: accredited data security

### Testimonials

“Without the guaranteed 99.9% uptime guarantee UKFast delivers, patients in the care home waiting for support could be at risk. That’s why we put our faith in UKFast.” QuikPlan “We’ve been with UKFast for over two years now and haven’t had a single incident of downtime. This is the most crucial thing for any company.” Sochitel “A key requirement for us was 100% uptime guaranteed. UKFast can guarantee this with the set-up they have in place.” NHS “We choose our business partners carefully, and UKFast’s emphasis on customer service and proactive support proved vital

when unveiling Necker Nymph to such a large audience. The attention to detail ensured that all traffic resulting from The Oprah Winfrey Show broadcast was handled smoothly and without any hiccups.” Virgin “We’d also had significant periods of downtime with previous providers so the maximum possible uptime on a fast network is a must: UKFast ticked all of these boxes for us.” Liberty Games “We’ve never had that service in 10 years of dealing with support teams. It really was worth raving about! Definitely beyond any service we’ve ever had before.” E3 Group

### **Why nominee should win**

- We’ve grown from an in-house server room to the largest colocation user in Manchester and now to one of the biggest providers of data centre space and managed hosting in just 13 years.
- In the past 12 months we have brought three new data centres to the UK and acquired the space for a fourth (our fifth overall).
- Our commitment to quality service, speed and uptime is unrivalled.
- We have invested more than £100k in the last year in engagement events including a music festival for the team.
- Commitment to be the largest provider of data centre space in the UK by 2020.