Nominee: Colt Technology Services

Nomination title: Colt's Datacentre Services

What are your product or solution's key distinguishing features and/or USP?

Colt has a 20-year track record in datacentre engineering and operations enabling the creation and delivery of exceptional datacentres that exceed industry standards for security, reliability and environmental sustainability.

Our datacentre services provide businesses with agile innovation focusing not only on the current needs of the consumer but also enable our customers to future-proof their investment. Our customers can plan in line with business needs rather than long term datacentre timelines. Using Colt ftec, Colt can offer the customer a repeatable, reliable and scalable datacentre that is guaranteed to be delivered on-time, on budget and at a high quality. Instead of making every build unique and complex, impacting the ease of operation, training, and essentially uptime, our solution is a tried and tested approach which benefits the customer in terms of delivery schedules, cost management, reliability and operational advantages. Colt's ftec datacentres are manufactured and tested at approved factories before being transported to the designated site, where it is assembled and commissioned.

The benefits go beyond the initial delivery, due to the technology used, these datacentres can uniquely change configuration after they are built. The power and cooling can change in line with business use, aligning the efficiency of the datacentre with the capacity within it. The design also enables mixed density facilities. High density can sit alongside low density compute while the datacentre operates at peak efficiency and within the ASHRAE limits for temperature and humidity.

Facilities can also be delivered to and operated on a Colt site, or a customer's own site.

For example, in 2013 Colt transformed a 39,000m2 greenfield site into a working datacentre in just 8 months. Netherlands 3 has been built to accommodate change, enabling Colt to quickly increase or decrease capacity in line with the business requirements.

Flexibility was introduced from the very beginning of the datacentre build. First Colt developed the site, warehouse, power, network, office and security systems to meet the agreed final capacity requirements. Secondly, IT space was developed in phases as Colt and customer demand requires. An initial 2,000m2 of flexible datacentre space was deployed in line with customer requirements, then expanded to 3,000m2. Further expansion can be carried out on demand and delivered in less than 4 months.

What tangible impact has your product/solution had on the market and your customers?

One of the most tangible benefits of Colt's datacentre services is the speed of delivery. Colt's approach provides customers the flexibility to scale as needed - eliminating uncertainty around capacity planning. Example, our customer Verne Global received its first ftec datacentre in 2012. A year later, due to demand, they were ready to scale up rapidly. The design and order process was a matter of a few phone calls and 3.5 months later they received their second ftec datacentre, which was live and handed over with zero snags. This enabled our customer to continue to expand their business and grow revenue without any disruption or delay.

The Colt ftec scalabilty reduces speculative investment, meaning that customers don't have to forecast financial costs for future capacity so far in advance. With a flexible approach to the size of the datacentre, customers can simply purchase what's needed now, while business investment decisions can be made much later to closer align with known requirements.

Colt's flex services also enable customers to maintain a low PUE despite the capacity of the datacentre. So, while a lightly loaded datacentre is usually very inefficient, by introducing just the capacity needed, Colt is able to maintain a low PUE as the datacentre is scaled up.

Colt ftec datacentres have a design PUE of 1.21 - greatly reducing both the facility's environmental footprint and total operating expenditure. This is achieved through efficient use of power, right-sizing of mechanical and engineering equipment and efficient infrastructure, including free-air cooling. They are almost 100% recyclable at end-of-life.

Understanding the risk adverse nature of the datacentre industry, Colt offers the customer the ability to see and touch the product before buying at one of our Colt sites around Europe.

What are the major differentiators between your product/solution and those of your primary competitors?

Components in a Colt datacentre are similar to a traditional datacentre, however the difference is that they are delivered in a fraction of the time with unmatched efficiencies. This means that future requirements can be assessed on a far more frequent basis; enabling companies to scale with the business and deploy capital only when it is needed.

One area that distinguishes Colt from its competitors is Colt's flex options; powerflex, coolflex and space flex. These encompass both flexibility in design phase, but also include dynamic flexibility during the lifetime of the datacentre. Importantly this can be done without any interruption to service or downtime for the datacentre, something that no other datacentre provider in the market can offer. The only way such upgrades are offered

is via both costly and risky refits that can often lead to downtime, spiralling project costs and deadline creep.

With space often a barrier to build in mature, heavily populated cities, Colt's ftec technology can mean space is not the main deciding factor. Colt's ftec can be joined and double-stacked to provide a datacentre to suit the customer's capacity needs. Colt's ftec datacentres deliver contiguous IT space, providing the look and feel of a traditional datacentre. Also by providing fully assembled models in factory, Colt can ensure that high quality is maintained.

Why nominee should win

- Datacentres can be filled out with any equipment to any power ratio and IT load configuration.
- Flexible approach provides capacity on-demand, aligns to customer's business requirements and delivers unparalleled planning, budget, build, operational and energy efficiencies.
- Only datacentre design that allows existing infrastructure to be scaled up using the Colt flex method.
- High power efficiency: Industry-leading PUE of 1.21 drives down the cost of power.
- Datacentre almost 100% recyclable at end-of-life.