

Nominee: Colt Technology Services

Nomination title: **Colt's Colocation Services**

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

Colt is the most connected data centre provider in the world.

Colt's colocation services are designed to meet our customers' increasingly complex and changing business objectives. We offer businesses unparalleled connectivity options via secure private network or Internet access in our carrier neutral facilities.

We own and operate 22 data centres in 11 European countries connected by our extensive award winning pan-European network. We operate a further 7 data centres in Asia, covering 56,000sqm of operational space in total, offering mirroring and low latency benefits.

The company is the first data centre operator in Europe to be accredited with the Uptime Institute's Management & Operations Stamp of Approval. This industry-first accolade, given to Colt for our London 3, Powergate and Roosendaal sites, demonstrates the company's colocation leadership and commitment to excellence in customer service. Colt's data centres are also ISO 9001, ISO 14001 and ISO 27001 certified.

While customers' authorised personnel have round-the-clock access to their collocated equipment, the data centres' optional 24/7 expert remote hands service allows our on-site personnel to perform activities on their behalf. Going the extra mile, we offer businesses access to colocation experts via a multilingual helpdesk 24/7 365.

Added security measures such as 24/7 CCTV, 365 day manned security and personalised ID protection provide complete peace-of-mind, while industry-leading SLAs guarantee business-critical performance.

Colt has more than 20 years' experience of delivering quality colocation services that exceed industry standards for security, reliability and environmental sustainability. The stringent standards we set for ourselves are applied consistently across all of our European and Asian facilities.

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

- **Trusted advisors:** we pride ourselves on being trusted advisors for our customers and offer a wide range of best-in -class services, including application hosting, cloud services, internet, data networking, telephony and infrastructure hosting. Our combined expertise in the market and ability to work closely with customers to understand their business needs, enables us to ensure that their data centre supports their business objectives as opposed to hindering them.
- **Reach:** our unparalleled reach means that customers can get the same great service and expertise across multiple markets, languages and cultures making it much easier to expand into new territories.
- **Flexibility and scalability:** are two of the most tangible benefits of Colt's colocation services. With a flexible approach to rack space, customers can simply purchase what's needed now. Consequently, collocating infrastructure with us keeps businesses lean and able to respond quickly to changes in scalability requirements, enabling organisations to focus on their core competencies with Colt as their expert partner.

With our purpose-built Tier III facilities and continued investment in Tier II facilities, we can meet the varying demands of SMBs as well as large enterprises in data-intensive industries such as capital markets and media. This choice brings businesses cost effective alternatives, empowering them to expand into new regions without adopting premium services they don't need.

While onsite data centres often can't cope with peaks and troughs in demand, we can scale resources up or down depending on customer need. This applies from single digit rack space to a dedicated facility in the form of complete data halls.

- **Connectivity:** Our data centres are fully integrated into Colt's and other providers' networks to give customers the flexibility they crave. Furthermore, customers benefit from

on-net connectivity to over 22,000 buildings in 47 major cities, ensuring maximum reach and resiliency for customers.

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

Ultimately, Colt is the world's best connected data centre services provider, connecting to and colocation in over 520 third-party data centres. Coupled with access to Amazon Web Services, Microsoft Azure, VM Ware and VCloud. Our carrier neutral data centre network and flexible fibre connectivity options mean that there is always a solution to suit a customer's needs – be that through our own or another provider's network, as well as IP Internet access, Ethernet and voice telephony. Businesses can also connect their buildings to Colt data centres via a direct WAN link.

Colt provides integrated network and computing solutions for enterprises, carriers and channel partners, offering access to high-performance network connectivity with managed IT infrastructure and services, all backed by stringent SLAs.

We are also committed to reducing our carbon footprint as part of our CSR programme, demonstrating our commitment as an endorser of the EU Code of Conduct. We aim not only to reduce energy costs, but also to reduce power consumption in each of our facilities by upgrading key equipment with no impact to customers, as exemplified by the recent King John Court upgrade.

Why nominee should win

- Colt is the most connected data centre provider in the world, with on-net connectivity to over 22,000 buildings in 47 major cities and over 520 data centres globally, offering unparalleled opportunity, flexibility and resiliency for customers
- We have more than 20 years' experience delivering quality colocation services that exceed industry standards for security, reliability and environmental sustainability

- We provide a best-in-class one stop shop for network and technology services in addition to colocation
- By offering customers a choice of purpose-built Tier III data centre facilities or Tier II facilities, we can meet the various demands of SMBs as well as large enterprise organisations