DCS AWARDS 2023

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A Spotlight on the Winners

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DCS AWARDS 2023

Celebrating data centre success!

ENERGY PRICES going through the roof, a cost-of-living crisis, the aftershocks of the pandemic, war in Europe, gloomy economic forecasts…sometimes it's all too easy to concentrate on life's (admittedly significant) downsides, with optimism and joy parked firmly in a corner. And then one attends an event such as the DCS Awards, and there's buzz in the room of data centre industry professionals socialising, networking and generally enjoying themselves in anticipation of an evening of good food, good comedy and excellent awards.

As the evening unfolds, then buzz continues to grow, until our expert MC, Paul Trowbridge calls the room to order, and the recognising of the outstanding achievements commences. Projects, product innovation, individuals and companies are rightly rewarded for the work that they have put in over the past year. Great customer successes are celebrated, along with technology developments, corporate initiatives, and individual brilliance.

By the end of the evening, the overall feeling is one of a collective success, that so much has been achieved by the industry across so many areas –power + cooling, intelligent automation, connectivity, safety + security when it comes to the data centre facilities; and on the ICT side, storage, networking and AI -to mention just a few.

This publication salutes our winners. I'd be surprised if there isn't at least one of them who can't help your organisation on the road to digital infrastructure transformation so, please do take some time to discover what they've achieved and be inspired by their expertise.

Happy reading and thank you to all our awards finalists and congratulations to all the winners.

Sukhi Bhadal, CEO, Angel Business Communications

Angel
BUSINESS COMMUNICATIONS

DATA CENTRE SUSTAINABILITY PROJECT OF THE YEAR

Open to any data centre project that resulted in significant benefits to the end-user organisation with regard to the energy efficiency and sustainability of the facilities concerned.

Green Mountain

OUR CLIENT, the Volkswagen Group, has a goal to make all its data center operations run balance sheet carbon-neutrally by 2027. When they requested a 3 MW HPC installation with us, we had to take this goal into consideration. The solution was to expand one of the mountain halls at Green Mountain's SVG1-Stavanger site. This way we could re-purpose an already existing NATO facility without any impact on surrounding nature and biodiversity, and also fulfil their request of a data center with no CO2-emissions. The site runs on 100% renewable and certified hydropower and has an extremely energy-efficient cooling solution using the adjacent fjord. This cooling solution use less than 3kW of power to gain more than 1000 kW of cooling delivering our clients significant cost reduction while supporting their requirements and targets for energy efficiency. These factors combined, makes the site one of the most sustainable data centers in the world.

Construction wise, building inside a mountain was a more complex challenge compared to an open-air construction site. This forced the design and project team to rethink their procedures, and be innovative in their approach to designing this mountain hall expansion. Since space is a limiting factor inside a mountain, the design had to be extremely compact. This, however, was beneficial in terms of sustainability. Building inside an existing facility requires less building materials and smaller-sized equipment, resulting in less Scope 3 emissions compared to traditional DC buildings.

In general, we have a holistic and sustainable approach to building data centres. We consider four important elements of environmental sustainability in any new DC building project. These are:
- Carbon Footprint – Mainly relating to Energy Use
- Water Usage
- Waste management and
- Eco-system – How does the data center affect the surrounding eco-system?

In all the phases of a building project these four mentioned elements have to be evaluated. It starts with site selection where the main concern is placing the data center where you have access to clean energy and with as little impact on the surrounding eco-system as possible. In the design phase we make critical decisions that will impact the level of DC sustainability. Relating to choice of cooling solutions, monitoring systems, building materials, certifications. Finally, during the building phase we must make sure we use appropriate building materials and handle/minimize waste sustainable and safely. This entails that we also set strict environmental requirements to the numerous suppliers involved in the project. We also try to estimate our projects as precisely as we can to avoid overconsumption and waste of material. With our strict regime for waste handling we obtained a waste sorting rate at the site of 94% in 2022. When it comes to water usage, the WUE-factor was 0.52 in 2021. This is significantly better that the industry benchmark.

Finally, most of our vendors and labour in this project were locally sourced. Within a radius of 20 km of the site we could find most of the services and workers needed, so this project gave positive ripple effects in the local community as well.
With this expansion, one quarter of Volkswagen Group's total computing power run carbon-neutrally, corresponding to annual CO_2 savings of 10,000 tons, according to their calculations.

NEW DESIGN / BUILD DATA CENTRE PROJECT OF THE YEAR

Open to any project involving the design and build of a new data centre anywhere in EMEA.

GREEN is the leading colocation service provider in Switzerland and currently operates six modern, multi-certified data centers in the Zurich area. In recent years, Green has been rapidly expanding, going from a single site to multi-site, multi-campus company. It has doubled its capacity in the last three years and will accelerate its growth and innovation program further. In close cooperation with leading end users at our industry, Green has been enabling the growth of hyperscalers to build and expand their Swiss footprint in a fast timeframe and to build their housing on a highly secure, geo-redundant and energy-efficient data center infrastructure. Green has thus not only established itself as a strong and reliable partner, but has also created the conditions for customers and partners to use Green as a central and leading data hub, fully networked and inter-connected.

In 2022, Green constructed, commissioned and achieved full occupation of an 11MW Hyperscale module introducing a new campus site which integrates digital infrastructures, work and life – with a unique project compromising 3 data centers (up to 50MW) office buildings and district heating – contributing to circular economy for the benefit of the region. Green is committed to operating sustainably in all areas - with a focus on a long-term and close customer relationship, on quality and operational excellence - which we constantly and systematically optimize, and in the energy efficiency and sustainability of our data centers. E.g. Green is setting an example with the use of waste heat on the new campus.

The data center M will supply more than 3,500 households as well as industry and commerce with heating and process heat. This will save 20,000 tons CO2 per year. The sustainable concept is rounded off by photovoltaic systems on the roof and façade. In addition, the architecture, room design and furnishings, cooling concept, power supply and all systems are meticulously designed for maximum energy efficiency and efficiency is continuously optimized at all locations.

For instance, to ensure the reliability and high efficiency of the power supply system, Green has deployed Huawei modular UPS solution. The solution shows advantages in saving footprint, simplifying O&M and achieving fast delivery compared with the traditional solutions. Green intimately understands the challenges of hyperscalers and enterprise customers. Further it serves SMB-customers by providing tailored colocation-zones. Green has an extensive customer base that includes over 400 clients. Key customers include the financial industry (major banks, insurance companies, specialist banks and blockchain/crypto, notably Six Group) as well as pharma (including medical), integrators (such as specialist integrators, international such as HCL) and leading hyperscalers who have very high availability requirements for their IT systems.

Green regularly and independently review its performance, and have already been named market leader in 2020, 2021 and 2022 by ISG, the independent consulting group. Green's sustainable success is based on customer-oriented processes and highest operational excellence - which demonstrates its "M&O Stamp of Approval" of Uptime Institute, which Green holds as the only swiss data center provider.

DATA CENTRE CONSOLIDATION / UPGRADE PROJECT OF THE YEAR

Open to any project involving the consolidation of several data centres or a notable refresh/upgrade project resulting in significant benefits to the end-user organisation concerned.

Schneider Electric

SCHNEIDER ELECTRIC™, the leader in digital transformation of energy management and automation, worked together with its Elite Partners, Total Power Solutions, to design and deliver a new high efficiency cooling system and EcoStruxure Row Data Center solution as part of a data centre consolidation and modernisation project at University College Dublin (UCD).

UCD is one of Europe's leading research-intensive universities where its main campus houses two data centres that support all mission-critical administrative and academic IT functions, including high performance computing clusters for computationally intensive research. One of these, housed in the Daedalus building, also hosts all its centralised IT, including storage, virtual servers and network connectivity. As part of a new plan to free up space, its IT services department made the decision to revise and revitalise its data centre, including its cooling architecture, to make its facilities more energy and space efficient, as well as more resilient and scalable. UCD faced significant challenges including an ageing cooling infrastructure, which presented the threat of downtime and failures. It needed to consolidate its data centre infrastructure to create additional space that could be utilised for students, and wanted a solution that could cater for the universities future expansion, while maximising energy efficiency and minimising environmental impact. Parts of the cooling system were relocated to the roof of the building, freeing up significant space formerly used for external cooling plant and equipment. This upgrade and redesign helped to release additional land for redevelopment and new student educational facilities.

The new cooling system is based on 10 independent InRow DX cooling units, which are rightsized to the server load, thereby optimising efficiency. The system is scalable to enable UCD's IT Services Group to add further HPC clusters and accommodate future innovations in technology. This includes the introduction of increasingly powerful central processing units (CPUs) and graphics processing units (GPUs). The units work in conjunction with UCD's EcoStruxure Row Data Center system providing a highly efficient, close-coupled design that is suited to high density loads. EcoStruxure™ Row Data Centers are the building blocks of physical infrastructure, and include integrated power, cooling, security, and management software directly inside the rack. Key benefits of the project have included improved resiliency, with additional cooling units added to increase fault tolerance. For example, the project has reduced PUE from an average of 1.42 to 1.37. This helps the university reduce power usage and its ongoing operational expenses, while meeting its commitments to environmental sustainability. With greater virtualisation of servers, the overall power demand for the data centre has reduced steadily over the years, diminishing from 300kW to less than 100kW over the past decade. The data centre project at UCD is a perfect example of the benefits of both consolidation and modernisation, providing the university with a scalable, resilient and efficient system, that will safeguard student education for the foreseeable future.

CLOUD PROJECT OF THE YEAR

Open to any organisation's implementation of a set of set of private, public or hybrid cloud services to their internal or external customers that results in a significant business benefit.

HORNETSECURITY

THIS STORY started 10 years ago but the most recent chapter took place a few months back with the introduction of Hornetsecurity's solution 365 Total Protection Enterprise Backup, a unique cloud-based, all-in-one security and backup suite that protects Microsoft 365 against phishing, ransomware, advanced threats and data loss.

LPKF Laser & Electronics AG is a technology company listed in the Prime Standard of the German stock exchange. With around 850 employees, it manufactures machines and laser systems for micro material processing at four European locations and sells them worldwide. IT operational security and data protection are important both to LPKF and its industrial partners in the electronics manufacturing, medical technology, automotive and solar industries.

The growing use of resources for the protection of IT and communication infrastructures made a change of strategy necessary at LPKF AG as early as 2012. To cope with the increasing demands from a performance and profitability point of view, the company decided to switch its virus scanner and spam management - which had been operated locally at individual workstations - to a central cloud service with better scanning capabilities and filtering options. It then converted its use of PGP-based email encryption, which was very complex, to the more widely used S/MIME encryption standard. Today: All-round protection for Microsoft 365 Starting with spam and virus protection from the cloud, LPKF has been continuously expanding it use of the Hornetsecurity product portfolio over the years to combat the growing number of threats and increased security requirements.

Today, LPKF also uses Hornetsecurity's email encryption and Advanced Threat Protection to protect against ransomware, fraud, and industrial espionage attacks. Hornetsecurity email encryption supports both the PGP and TLS and S/MIME standards and, if the recipient does not have the

usual decryption technologies, offers a convenient solution with Websafe to maintain the confidentiality of email communication. So far, employees with regular external communication - around half of the LPKF workforce - have been equipped with S/MIME certificates. With Hornetsecurity's 365 Total Protection Enterprise Backup, the company also secures the Microsoft 365 environments including emails, Teams and SharePoint files against threats and loss. The backup systems secure both the 80% of the applications operated in the cloud, as well as the 20% on-premise-operated solutions and data. For this purpose, a local server was provided at each of the four European LPKF locations, which are completely managed by Hornetsecurity. For failover, a backup from the local servers to Hornetsecurity's data centers is backed up as a second cloud backup.

The linchpin for Hornetsecurity's services is its control panel, where IT employees can switch directly from email management to connected services such as backup management. This makes monitoring, controlling, and optimizing filters and configurations much easier. The high degree of automation also contributes to the efficiency of IT processes.

MANAGED SERVICES / COLOCATION PROJECT OF THE YEAR

Open to any organisation's project to migrate to a managed services model or colo-based set of services for the delivery of one or set of key applications in support of their core business.

NODE4
enabling business to do business

ARROWXL places exceptional service at the centre of all its operations, ensuring deliveries are made on time and with minimal disruption to customers. This requires fast, reliable and secure IT across the company's distribution network. So, when ArrowXL's multisite network began to suffer sustained outages and the incumbent supplier breached SLAs, it was time to take action.

Secure SD-WAN and renewed structured cabling After looking at several competing solutions, the decision was taken to roll out Node4's fully managed Secure SD-WAN across eight sites and replace the structured cabling, comms cabinets and access points. This infrastructure would help provide improved connectivity indoors and outdoors for each location. Rachel Hopkins, Chief Information Officer at ArrowXL, explains: "Right from the outset, there was a high degree of consensus about choosing Node4's Secure SD-WAN. Node4's bid team demonstrated the solution's superior speed, versatility and security very clearly. They also made a compelling case for how their additional

services and solutions could add further value to the business in the future."

Today, Node4's Secure SD-WAN forms the backbone of ArrowXL's network technology. Its centralised provisioning, consistent performance, network traffic visibility and ease of deployment have played a pivotal role in ensuring that deliveries happen on time and with minimal stress for customers, warehouse personnel and drivers. No matter when and where there are spikes in usage, Node4's SD-WAN can adapt and maintain network speeds — ensuring the system is not overloaded and does not crash. The solution also features a next-generation firewall at each location to protect users from internal and external cyber threats. All this for £15k per annum less than the predecessor service!

Security Operations Centre (SOC) Managed Service With the initial phase of the SD-WAN rollout completed, Rachel and her team turned their attention to sourcing and implementing a managed threat and detect service. Rachel explains how they were: "particularly impressed by Threat Detect, Node4's Security Operations Centre service, and its use of the latest AI technology and third-party intelligence sources. But the real added value for us came from the fact that our network would be monitored round the clock by Node4's team of expert security analysts — which removed the need for us to hire an Information Security team." Within two weeks of mobilisation, the SOC had already demonstrated its worth — identifying and isolating several accounts targeted by cybercriminals. It would also cost significantly more to hire a suitably qualified manager – plus several analysts to provide the 24-hour coverage required – than using the Node4 managed threat and detect service and wouldn't deliver an equivalent service. The annual saving each year to ArrowXL is circa £70k+ not to mention the challenges for ArrowXL of attracting and retaining a team with these highly sought-after skills.

EDGE PROJECT OF THE YEAR

Open to any specific distributed computing project that brigs computation and data storage closer to the sources of the data improving response times and saving bandwidth implemented in any organisation of any size in EMEA.

KEYSOURCE

KEYSOURCE and Deep Green's award for Edge Project of the Year highlighted the challenges faced by the data centre sector and their innovative solutions. One major challenge is the excessive heat generated by data centres, with up to 50% of energy usage dedicated to cooling.

While cooling efficiency innovations exist, they don't address the issue of wasted heat. Additionally, the growing demand for data centres poses space and energy grid pressure problems. Lastly, the trend towards edge computing requires data centres to be closer to end-users with low latency connections.

Their approach addresses these challenges through their "digital boiler" data centre at Exmouth Leisure Centre in the UK. This small data centre recaptures waste heat from its servers and donates it to the pool, utilizing immersion and direct liquid cooling for high energy efficiency. It operates on 100% renewable energy, offering affordable servers due to reduced cooling costs. The modular design allows for quick deployment at swimming pools or local businesses with consistent heat demands, eliminating the need for large-scale construction.

By integrating data centres within society, Keysource and Deep Green ensures low latency and evenly distributes the energy grid load. Additionally, the project benefits local communities by significantly reducing gas consumption for pool heating by 62%, saving Exmouth Leisure Centre over £20,000 per year and cutting carbon emissions by 25.8 tonnes.

This innovative installation at Exmouth is the first of its kind in the UK, deploying modular edge data centres at swimming pools to recapture and supply heat. The approach achieves a remarkable PUE rating of 1.005 or lower, powered by 100% renewable energy. Deep Green collaborates with Keysource to scale this solution across the UK and Europe. The project faced challenges such as supply

chain delays and coordinating with the swimming pool's operations. Finding skilled individuals for the UK's first heat re-capture deployment was also a hurdle. However, partnerships with specialized organizations helped overcome these challenges. This project offers a wide range of benefits. It provides low-latency, scalable and decentralized data centres to meet global demand sustainably.

By reducing gas consumption and carbon emissions, the project saves costs and benefits the environment. Scaling the approach could heat all 1,500 public pools in England, providing significant energy savings. The Exmouth swimming pool, facing rising energy costs, will benefit from the solution, ensuring its continuity within the local community.

In summary, Deep Green's project offers innovative solutions to address the challenges faced by the data centre sector. Their approach focuses on heat re-capture, energy efficiency, scalability, and community benefits. With successful implementation in Exmouth, Deep Green aims to expand its positive impact across the UK and Europe.

DATA CENTRE POWER INNOVATION OF THE YEAR

Open to any products that are designed to deliver efficient and cost-effective power solutions to end users and/or datacentre operators.

HUAWEI

What are your product's/solution's key distinguishing features and/or USP?
Huawei PowerPOD 3.0 solution integrates the full-power link from the medium-voltage transformer to the load feeder, to provide a MW-level integrated power supply, distribution, and backup solution for large-scale data centers. As the preferred solution for the power supply and distribution system of large data centers, PowerPOD 3.0 solution features smaller footprint, higher efficiency, faster delivery and higher reliability. By using the integrated design and high-density components, the footprint of the power system is reduced by 40%. With prefabrication and commissioning in the factory, the delivery period of the power system is shortened from 2 months to 2 weeks, accelerating service rollout for customers. The iPower intelligent feature, which provides end-to-end visualized management as well as predictive maintenance, ensuring system security.

What tangible impact has your product/solution had on the market and your customers?
Compared with the traditional power supply and distribution system (maximum system efficiency: 94.5%), the link efficiency of Huawei PowerPOD 3.0

solution can be improved to 97.8% under different rated linear load working conditions. For example, using PowerPOD 3.0 in a 12 MW data center will save nearly 300,000 U.S. dollars each year.

What are the major differentiators between your product/solution and those of your competitors?
Footprint saving: By using a converged architecture and ultra-high-density UPS, the number of cabinets is reduced from 22 to 11, resulting in saving footprint by 40%. In a 12 MW data center, for example, the footprint saved by the PowerPOD 3.0 solution allows for deploying more than 170 additional racks compared with a traditional power supply solution.

Power saving: All links are converged. PowerPOD 3.0 raises the efficiency from 94.5% to 97.8% while shortening the link length.
Time saving: With prefabrication and commissioning completed in the factory, onsite construction can be completed only in 2 weeks, shortening the delivery time by 75%.

Worry free: The iPower intelligent feature, which provides E2E visibility as well as AI temperature prediction, life prediction of key components, achieving predictive O&M.

Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.
In Shanghai, China, CTTC Cloud uses Huawei PowerPOD 3.0 solution. Compared with those in a conventional solution, the power supply and distribution systems used in the new solution take up 40% less space, allowing the customer to deploy 350 more IT cabinets and save more than 16,000 meters of power cables. In addition, products are prefabricated in the factory, ensuring faster onsite delivery in two weeks. AI technology is used to implement predictive maintenance, making the power supply system safer and more reliable.

DATA CENTRE SUSTAINABILITY INNOVATION OF THE YEAR

Open to any product that results in significant benefits to an end-user organisation's energy efficiency or sustainability of all or part of their data centre environment.

interact.

Interact's USPs/Differentiators:

- Interact is the only business offering a transparent grading mechanism of energy efficiency for any server configuration of any make, model or generation.
- Interact offers consultancy solutions that reduce data centre energy use, carbon emissions and waste and wrap-around IEMA-accredited sustainability training.
- No other company provides accurate energy efficiency reports based on server configuration. Most efficiency reports are based on existing benchmarks across 900 records, but Interact is based on 11,000 of our own records on top of existing benchmarks.
- Our senior team are recognised for their thought leadership across the sector, leading Special Interest Groups, contributing to The Data Centre Alliance Sustainability Best Practice whitepaper and presenting alongside the Department of Business, Energy and Industrial Strategy at Data Centre Transformation conference.
- Interact is based, on and contributing to, peer-reviewed research published in multiple journals including: IEEE Journal of Sustainable Computing, Elsevier Life Cycle Management.

Tangible Outcomes:
- Companies using Interact have saved on average:
  - 60-75% of their energy usage
  - 60-75% of their carbon emissions
  - 70% in space savings
  - Millions in cost savings each year

- Interact is a profitable business that turned a profit in year 1 and doesn't require external funding.
- Our first-to-market server energy efficiency solutions have been taken up by customers such as large cloud providers, global leaders in banking, healthcare technology and telecommunications.
- 'Thanks to the team at Interact, and the granular level of their reporting, we are able to make informed decisions on the most efficient configurations for our servers, significantly reducing our energy costs.' Paul Deans, Head of the Research Platform, BT.

DATA CENTRE PHYSICAL CONNECTIVITY INNOVATION OF THE YEAR

Open to any products that deliver effective cabling infrastructure and management in the data centre environment including cabinets and racking solutions for end users and/or data centre operators.

CORNING

IN THE equipment distribution area, patch cord installation, management and labeling can be complex and time-consuming. When dealing with hundreds of single patch chords down a row, installing and dressing them uniformly requires hours on a personnel lift or ladder and many consumables such as Velcro and labels. Operators are under more pressure than ever before and can't allow delays in network installation to stand in the way of meeting ever-increasing demands for bandwidth.

A new path to data centre sustainability and speed To help tackle these challenges, the Corning EDGE™ Distribution System (EDGE DS) has been developed as an innovative new solution for server row cabling, replacing large quantities of patch cords with one single assembly. The EDGE DS employs "plug-and-play" technology, with rigorous testing done off-site, in a controlled environment, so the solution is ready to be implemented as soon as it reaches the customer site. Its key capabilities and features include:

EDGE DS is just one plug-and-play assembly, significantly cutting installation times to as little as 45 minutes compared to the average three hours (a 75% time saving) for a typical patch cord deployment (a row of 18 server cabinets with four fibres provided to each cabinet). It also provides up to a 55% reduction in carbon footprint by minimising materials and packaging.

Technology and shipping with optimised dust caps, the need for scoping and cleaning before the initial field connection is eliminated, reducing installation time and cost. This time saving enables a safer environment by reducing time working at heights and allows faster uptime, reducing the overall cost of labour needed to connect the network. It can also be utilised by a data centre's own personnel instead of specialist contracted labour.

DATA CENTRE HOSTING/CO-LOCATION SUPPLIER OF THE YEAR

Open to any organisation delivering data centre hosting and colocation services to end users or datacentre operators in the EMEA region.

VANTAGE
DATA CENTERS

VANTAGE CWL11 can respond rapidly to the private and shared data centre space requirements of all types of colocation customers due to the facility's unrivalled scalability and abundant power. It allows large enterprise organisations and IT service providers to consolidate power strapped and/or multiple smaller estates, while also accommodating hyperscale cloud providers, and even small growing businesses. All have the flexibility to scale as and when required. Future proof scalability: Long-established and new customers have future-proof solutions with the convenience, cost savings and peace of mind from being able to continue to expand in the same data centre location. Security, resilience and abundant power: Built to exceed Tier III standards, the highest levels of security and resilience are underpinned by Vantage CWL11's unprecedented power supply from an adjacent on-site sub-station supplying a direct connection to the SuperGrid. In 2020 the power supply was further increased to 148MW: this will continue to ensure unprecedented forwards power available to customers for many years to come and assures a smooth delivery and control of power into the building, minimising risk of surges or spikes.

DATA CENTRE INTELLIGENT AUTOMATION AND MANAGEMENT INNOVATION OF THE YEAR

Open to any products that are designed to deliver comprehensive automation (IOT, AI etc.) or Data Centre Management (DCIM) solutions (i.e. the building and its total contents) to end users and/or data centre operators.

PANDUIT®

Why SmartZone-Cloud?

- SmartZone Cloud's platform was built from the ground up to take advantage of cloud flexibility and scalability for customers' data and enterprise centres.
- With accurate visualisation of device connectivity and status, the SmartZone Cloud reduces downtime and makes it quicker for change planning and issue resolution.
- Unlimited users and locations can be accommodated on the Cloud's intuitive software.
- SmartZone Cloud is equipped with user-friendly dashboards and reports along with 2D and 3D visualisations.
- Power and environmental monitoring across the platform shows available and used rack power capacity and provides historical power trends.
- Automated updates simplify the update process by automatically installing updates and patches.
- Security In and Out - Obtain peace of mind with a cloud-based platform that includes encryption on data at rest and in transit, two-factor authentication, fine-grained access control and security-focussed development lifecycle.
- Flexibility at the Core - The platform tightly aligns with the SmartZone PDU and UPS and is compatible with multiple vendor IT and facilities devices.
- Lower Total Cost of Ownership - As a self-service solution, SmartZone Cloud eliminates the need for professional services saving both time and money.

Panduit SmartZoneTM Cloud Software is an enhanced Azure cloud-based enterprise web application, that integrates power and environmental monitoring with cabinet access, asset tracking and connectivity management. Data centre managers, engineers, operators, and customers can now monitor critical infrastructure resources and make informed decisions about capacity, changing environmental conditions and performance from any authorised device world-wide.

Maintaining real-time monitoring, dashboard visualisation, management, and reporting of key attributes across assets, power, cooling and provisioning, as well as the physical infrastructure, is a vital step to aid data centre agility. Panduit's SmartZone Cloud DCIM solution offers unlimited authorised users accurate, automated, and centralised physical infrastructure visibility to help stakeholders achieve SLA (service-level agreements). It tracks critical infrastructure resources and provides a single pane of glass, visual representation of rack and outlet level power management, rack access management, environmental monitoring, and asset management. Open Access Solid Security

The software is aligned with Panduit's SmartZone G5 Intelligent Power Distribution Units (PDUs) to bring visual representation of rack-level power, environment, and cabinet access. In addition to floorplan layout and rack elevation, power path enables operators to identify single points of failure, reduce overprovisioning and clearly assess risk levels.

Agentless auto-discovery of IT devices eases installations and reduces set-up time. Its open API is REST based and integrates with ITSM systems whilst also supporting industry PDUs and competitors' devices to ensure customers' preferred systems integration.

DATA CENTRE SAFETY & SECURITY INNOVATION OF THE YEAR

Open to any Physical Security and/or Fire/Safety solutions in the datacentre environment for end users and/or data centre operators.

EfficiencyIT, a specialist in data centres, IT and critical communications environments, has introduced ModularDC – its dedicated range of fully customisable, prefabricated data centres for on premises, distributed IT, and edge computing environments. Designed, manufactured and precision-engineered in the UK, ModularDC combines best-in-class technologies from Schneider Electric with EfficiencyIT's data centre deployment and engineering expertise, meeting demanding timescales for customers within government, defence, and other businesses-critical sectors in as little as 12-16 weeks.

ModularDC's range includes dedicated power modules, featuring the customers' choice of uninterruptible power supplies (UPS), backup generators, low voltage (LV) power equipment, and switchgear. It also offers customisable all-in-one modules, containing integrated racks, UPS, cooling, physical security features, environmental monitoring, and data centre infrastructure management (DCIM) software. Further, the range offers highly efficient cooling modules, featuring the latest energy saving cooling equipment, including choices for In-Row cooling, hot and cold-aisle containment, and liquid-cooled solutions for high performance computing (HPC) requirements. ModularDC provides customers with the ability to specify a highly secure, bespoke and ruggedised data centre solution for mission-critical environments, and includes customisation options for RF-shielding, enhanced physical security, acoustic mitigation, and SCIF-compliance. All ModularDC solutions utilise EfficiencyITs own range of UK-manufactured external enclosures, providing a quick-to-deploy prefabricated data centre for remote locations, where speed to market and agility are vital.

"Since 2017, our company has been designing, specifying and installing prefabricated systems for customers' application-specific data centre requirements," said Nick Ewing, Managing Director, EfficiencyIT. "By enhancing our offering with dedicated UK manufacturing capabilities, all of which are fully complementary to the solutions offered by our partners at Schneider Electric, we're ensuring our customers' demands for bespoke, agile and ultra-secure data centre environments can be met quickly, efficiently, and with the engineering reliability our business has built its reputation upon." ModularDC solutions incorporate a tailored design process and are precision-engineered to deliver a highly resilient, scalable, and application-specific data centre environment. EfficiencyIT's turnkey approach uses virtual reality (VR) to provide the customer with an immersive experience, enabling its customers to see their data centre in the virtual world before the build process begins.

The use of VR fast-tracks the design and specification process, ensuring customers are confident in the component security criteria, and that the system is built for their critical application requirements. As an Elite Partner to Schneider Electric, ModularDC also incorporates best-in-class components from Schneider Electric's EcoStruxure for Data Centres and APC physical infrastructure portfolios, including its EcoStruxure IT DCIM software.

DATA CENTRE COOLING INNOVATION OF THE YEAR

Open to any products that are designed to deliver efficient and cost-effective data centre and or infrastructure cooling solutions to end users and/or data centre operators.

HUAWEI

What are your product's/solution's key distinguishing features and/or USP?
Huawei indirect evaporative cooling solution (EHU) uses the free cooling sources to perform heat exchange through air-to-air heat exchangers and water spray evaporative cooling. It implements convergence of cooling, power and AI energy efficiency optimization, reducing the energy consumption of the cooling system in the data center.

The indirect evaporative cooling system is prefabricated with DX cooling and key functional components, shortening the delivery period and reducing O&M difficulty. The solution has three cooling modes, including dry mode, wet mode and hybrid mode, helping customers build green, simple, smart, and reliable data centers.

What tangible impact has your product/solution had on the market and your customers?
Compared with the traditional chilled water cooling system, the indirect evaporative cooling solution features short delivery period, simple O&M, low PUE, and high reliability. The modular and prefabricated architecture reduces the TTM of the cooling system by 50%. By maximizing the use of free cooling sources, a typical Zhangjiakou, China data center with indirect evaporative cooling solution can save power by 61%, water by 65%. Besides, with an an innovative cooling-power integration architecture, zero cooling interruption and as low as 5% harmonics are achieved.

What are the major differentiators between your product/solution and those of your primary competitors?
Simple: By pre-installation and pre-testing in the factory, the cooling system is prefabricated in one module, reducing the TTM from six months to three months. With the use of modular controller and fan driver, the indirect evaporative cooling solution features hot-swap maintenance, replacement in 1 minute.

Green: The dedicated key components, including polymer air-air heat exchanger and EC fan, are leveraged to maximize the cooling efficiency and optimize the energy consumption of data centers.
Smart: The cooling system works with AI-based iCooling technology to reduce the CLF by delivering the optimal cooling policy to IT load in real time.
Reliable: The system uses dual power supply and ensures zero temperature fluctuation during power switch. Indoor and outdoor air are isolated to prevent contamination.

Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.
Dongguan Cloud Data Center T1 project pilot lab building is a five-storey prefabricated modular data center infrastructure, consisting of 189 prefabricated containers, six chillers, and nine diesel generators. The indirect evaporative cooling solution was used to reduce the annual PUE to 1.28, saving electricity consumption by 4.91 million kWh each year.

Ulanqab northern cloud data center uses the indirect evaporative cooling solution and the annual PUE is as low as 1.15. Compared with the traditional chilled water solutions, the data center can save more than 30 million kWh of electricity per year and reduce carbon dioxide emissions by about 14000 tons per year.

EDGE INNOVATION OF THE YEAR

Open to any specific distributed computing innovation that brings computation and data storage closer to the sources of the data improving response times and saving bandwidth for operators services providers and/or end users.

PROXIMITY
DATA CENTRES

THE GRID FACTORY is an Immersive Technology Integrator and Cloud Services Provider who specialise in NVIDIA technologies such as CloudXR, vGPU, Omniverse and EGX Server. Their client required a new approach for delivering highly accurate 3D city models which enable designers, architects, and engineers to work from a variety of remote locations, enabling a building to be conceived, co-designed, engineered and deployed as a 3D model both off and on site. The 3D city models starting initially in London, Birmingham, Bristol, Cardiff, Detroit and Dublin have been added to the portfolio, with more available on request. The GRID Factory platform requires high levels of power (25kW) in a single rack as well as cooling in a secure environment. Power requirements of this level are still very rare in the data centre market and are challenging to deliver cost effectively.

Due to the design of the Proximity Edge 7 data centre, Proximity was able to create an extremely comprehensive package that not only allows support for these new 3D and immersive workloads to be delivered but will also support resource intensive computational workloads such as Blockchain, AI and ML on The GRID Factory platform. Lastly, The GRID Factory required an edge data centre partner who could support the deployment of multiple platforms across the UK to ensure a best-in-class service, minimising latency and reducing network costs.

The Solution
Commencing in February 2022 Proximity and The GRID Factory worked closely to understand the unique requirements for the computing platform and to develop the solution.

In April 2022 Proximity's Edge 7, 89,000 sq ft edge data centre in Swindon was chosen as the initial deployment site for the application. Along with significant power, the facility offers easy access to digital fibre routes connecting London to Ireland and the USA. It is also highly accessible to the major R&D hub at Harwell which is home to numerous research organisations in biotech, genome, and space-tech.

The site uses a modular and flexible blade room design to support The GRID Factory platform which will allow the platform to grow as well as ensuring continuity of power and high levels of cooling. The cooling unit uses primarily fresh air cooling for external temperatures up to 24 degrees centigrade, with secondary evaporative cooling controlling temperatures up to 34 degrees centigrade. However, the system has been tested up to 48 degrees centigrade. Direct Expansion (DX) refrigerant cooling provides final backup for temperatures exceeding 34 degrees centigrade.

DX cooling is also used during full re-circulation mode should the outside air become contaminated, or to contain the fire-extinguishing gas system in the event of an internal fire.

The GRID Factory technology stack uses specially designed cold aisle technology which is sealed and pressurised with blanking panels to stop cool air loss. Thermal imaging is used to check for leakage from the hot aisle. A key factor was not only the ability to support a 25kW rack today but be able to increase to 50kW in the future. In addition, the availability of diverse high-capacity fibre connectivity was a key consideration to minimise latency. This was achieved through Proximity Edge 7 and BT.

HOSTING / COLOCATION INNOVATION OF THE YEAR

Open to any products that enhance the provision of hosted and/or colocation services offered to an operator's clients or business partners.

A GREEN sustainable solution for eco-friendly colo
An inspired collaboration between PeaSoup and 4D - two innovators in cloud and infrastructure that have brought significant customer benefits.

- 100% sustainable cloud computing
- 17% less power used on cooling at full capacity
- Elevated performance and SLAs
- Estimated annual saving of 2 tonnes of CO_2 (per server)

A collaboration between PeaSoup and 4D data centres (now part of Redcentric) has resulted in the successful implementation of immersion cooling, enabling PeaSoup to offer an environmentally friendly cloud solution (ECO Cloud). The shared enthusiasm for immersion cooling and the exceptional support from 4D has made this collaboration a success. As PeaSoup continues to evolve and provide better services to clients, the ECO Cloud plays a significant role in ushering in a future of sustainable IT. PeaSoup's data centres utilise single-phase liquid immersion cooling technology. This means that servers are submerged in a pod (bath) and filled with dielectric coolant fluid. Sometimes this technique is described as an "open bath" because servers are placed side-by-side in large tanks that assimilate bathtubs. These pods (baths) operate at atmospheric pressure and allow the coolant fluid to be pumped through the hardware. PeaSoup utilises SmartPodX pods,

supplied by Submer, that are addressing current challenges related to power, space and water consumption in data centres. These turnkey units help to improve the power usage effectiveness (PUE) ratio consuming only 750W, and almost zero water consumption thanks to a closed-loop cooling system. PeaSoup's servers are fully immersed and cooled by a biodegradable dielectric cooling fluid. This liquid cools the IT hardware efficiently and allows for high-density configurations protecting components from thermal and environmental risks.

By leveraging immersion cooling, high heat dissipation capacity of 50KW, 17% less power consumption when at full capacity have been achieved, and an estimated 2 tonnes less of CO2 per server too. This sustainable approach significantly reduces environmental impact, improves latency and cloud resilience, and enables high-performance applications. Immersion cooling helps to reduce environmental impact and improve cloud resilience. Due to the exceptional cooling properties, the ECO Cloud is ready for high-performance applications like AI, and ML where high CPU and GPU power is needed.

Liquid cooling helps to cut data centre builds time, maintenance and servicing costs, and provides a resilient cloud infrastructure compared to legacy data centre solutions. The ECO Cloud delivers highly resilient cloud platforms with vastly reduced power consumption and decreased carbon emissions. PeaSoup distinguishes itself from other UK cloud providers by commercially adopting HCI (hyper-converged infrastructure) by VMware cloud architecture for immersion cooling. The surge in global data usage has increased demand for cloud services, mainly from technologies such as AI, mobility, IR 4.0, and the IoT, and therefore data centres, necessitating efficient cooling solutions to reduce their carbon footprint. PeaSoup addressed this challenge by introducing the ECO Cloud, which embraces cutting-edge immersion technology.

DATA CENTRE ICT STORAGE INNOVATION OF THE YEAR

Open to any datacentre or cloud-based IT storage hardware and/or software productsthat deliver specific datacentre focussed storage solutions to end-users.

open-e

OPEN-E JovianDSS is a data storage software that uses ZFS and Linux technologies to provide a reliable and efficient solution for enterprise-sized storage environments. It can work with different protocols such as iSCSI, Fibre Channel, NFS, and SMB, and it can integrate with various virtualization platforms such as VMware, Citrix, Microsoft Hyper-V, and ProxMox.

Users can choose to install Open-E JovianDSS on physical servers or as a virtual storage appliance. One of the main features of Open-E JovianDSS is the On- & Off-site Data Protection, which enables users to create consistent snapshots of their data and replicate them to local or remote destinations according to their retention plans. This ensures the safety and recovery of crucial data in case of a disaster.

Open-E JovianDSS can be used to create customized solutions for various industries, sectors, and business purposes:
- Data Center solutions that offer high performance, reliability and efficiency for large-scale data storage and processing
- Media & Entertainment solutions that enable fast and secure storage and processing of audiovisual content

- Manufacturing solutions that optimize production processes and data management
- High Availability solutions that ensure uninterrupted data access and protection against failures and disasters
- Business Continuity solutions that provide the ultimate built-in backup features, for both local and remote data protection.

The latest update of Open-E JovianDSS, Up29r2, introduces several new functionalities that improve the performance and usability of the software. These include the support for:
- RDMA protocol for faster data mirroring between nodes in a cluster configuration,
- Self-encrypting drives for enhanced security,
- SSD TRIM for better optimization of solid-state drives,
- NVMe Write Log devices mirror over Ethernet for high availability shared storage cluster,
- custom OU parameter in Active Directory for more flexibility in managing group policy objects.

The Open-E JovianDSS Up29r2 was awarded as the DCS Data Centre ICT Storage Innovation of the Year in 2023 for its outstanding features and benefits.

Open-E is a leading developer of data storage software with over 39000 implementations worldwide. It has technology alliances with Toshiba, Intel, Western Digital, Seagate, ATTO, and other industry leaders, and a partnership network of over 400 system integrators around the world. Open-E also supports the ZFS and Linux communities by sharing technical expertise.

DATA CENTRE ICT SECURITY INNOVATION OF THE YEAR

Open to any security products, hardware and/or software based, that deliver specific datacentre focussed security solutions to organisations.
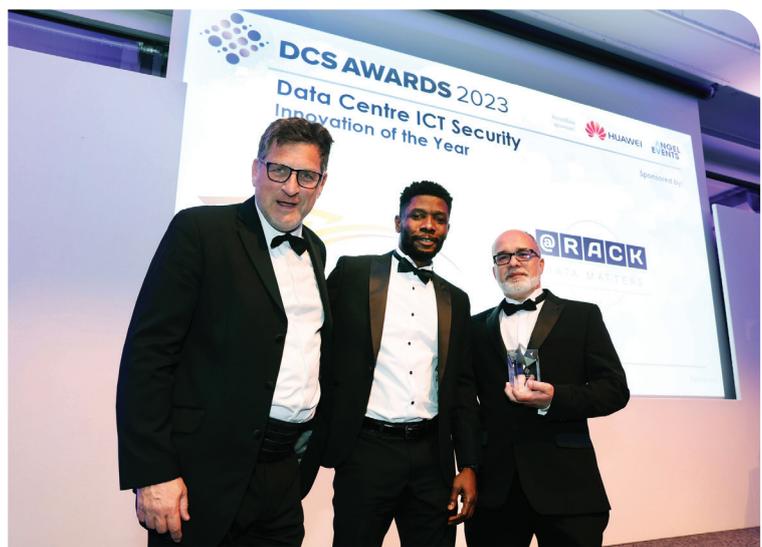
@RACK
DATA MATTERS

@RACK has its foundation in the security and defence sector. We are notable for designing, manufacturing, and selling the most advanced and cost-effective range of data destruction technologies in the UK.

The @RACK MDDS is an innovative, mobile, powerful, and fast data destroyer that erases and crushes both HDD and SSD storage devices. The system is compact, durable, secured, and safe to operate giving you a guaranteed media destruction process. The innovative applications range from the secured process of erasing hard drives and backup tapes, erasure of broadcast audio and video tapes for recycling purposes, and the physical destruction of hard disk and solid-state drives – all securely done within your own environment with no 3rd parties involved.

@RACK MDDS has been built with unique features to fit into all data centres, defence and security sectors, financial institutions, government and public agencies, and private sector requirements in compliance with all management standards. @RACK MDDS truly makes our clients the master of their own data destruction needs in controlling, erasing, and destroying their data all in one place.

@RACK MDDS offers the the following features to all users:
- Auditable chain of custody
- Generate data audit certificates
- Supports HDDs and SSDs
- Revenue generation for Data Centres without hassles
- Seamless Internal control of your own data
- Tested and approved industry technology standard
- In-house total data destruction with no third-party data processing
- Compact and reliable technology
- Self-management and training for engineers

The benefits of using @RACK MDDS by our customers includes the following:
- Compact, powerful and rugged
- Simple and easy to operate
- Designed in compliance with industry standards for media destruction
- Cost-effective and durable system
- Seamless Internal control of your data within the same environment
- Compliance with stringent regulatory standards for all users
- Safe waste containment and disposal system
- Free product life cycle maintenance and customer services

The @RACK MDDS also complies with all management standards including the DoD, NSA, NIST, NCSC / CESG, among other EMEA regulations that guarantees the safety and security of all our clients and stakeholders.

Our team of sales, customer agents, and engineers are always ready and exceptional in providing our customers with unmatched presales and post-sales customer service experience for total satisfaction throughout the system life-cycle.

DATA CENTRE ICT NETWORKING INNOVATION OF THE YEAR

Open to any networking and/or communications platform, appliance or system that provide local, wide area or remote access data centre connectivity

BRIDGEWORKS

ACCELERATING your WAN to Expedite Your Data Bridgeworks' patented artificial intelligence (AI) and machine learning (ML) technologies accelerate organisations' existing technologies and dramatically accelerate their Wide Area Networks (WANs). AI underpins the patented technology to provide process intelligence, mitigating latency and packet loss.

Eliminating data management challenges WAN Acceleration technologies accelerate data transfers that eliminate data management challenges: e.g. the further data has to travel, the greater the latency and packet loss, leading to jitter and slow data transfers. Another part of the equation is the fact that organisations rarely use all their bandwidth. Slow data transfers are not what any organisation wants for backing up and restoring data over large distances. Sluggish WANs add not only hours, but potentially days, to backing up and restoring data. This makes disaster recovery, service and business continuity hard to achieve. Slow WANs also present an opportunity for cyber-criminals to intercept or hack into invaluable, sensitive data.

Recovery time objectives (RTOs) are critical to IT organisations, so it is imperative to have adequate WAN bandwidth and throughput to keep the remote replication to DR sites within the required RTO. There is currently an increasing demand for metro clusters, where the storage is distributed across multiple sites to achieve zero downtime in the event of a site outage.

98% bandwidth improvement
Bridgeworks' award-winning solutions, such as PORTrockIT, dramatically improve data throughput up to 98% of bandwidth – regardless of distance. They offer a significant improvement on WAN Optimisation solutions too, and they can enhance SD-WANs by adding a WAN Acceleration overlay. WAN Acceleration is data agnostic and permits the transmission of encrypted data at speed over large distances, something tools like WAN Optimisation will never be able to achieve.

Accelerated data performance
Customers achieve over 10 times as much improvement on performance of data to and from the cloud, irrespective of compression or encrypted data formats. Bridgeworks provides massive data transfer speeds for any type of data, accelerating data management needs and reducing data center infrastructure costs.

Bridgeworks customer OSNexus Corporation was facing performance challenges in deploying metro clusters and disaster recovery (DR) sites over WANs – suffering with particularly high latency over large distances. There was a 200-700% boost in performance by implementing PORTrockIT," says Steven Umbehocker (SU), CEO and CTO of OSNEXUS.

Boost your existing networks by rapidly moving data across WAN's, regardless of distance, size or type of data with Bridgeworks' WAN Acceleration, Data Acceleration, Cloud Acceleration, Application Acceleration and Storage Acceleration with Bridgeworks' award-winning technologies.
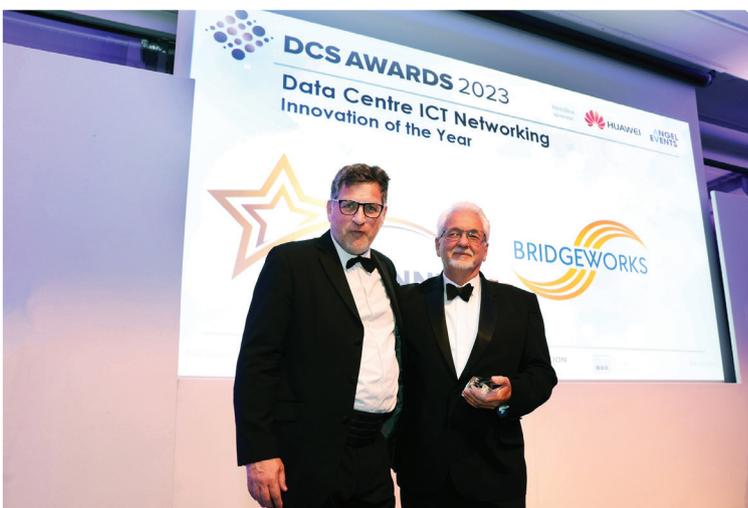
DATA CENTRE ICT MANAGEMENT (DCIM) INNOVATION OF THE YEAR

Open to any IT systems-level management solution aimed at effective management of heterogeneous datacentreIT environments including those based around AI.

E-TEC POWER MANAGEMENT

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

⊙ High Availability(HA) without incurring any significant increase in configuration complexity.

⊙ A second node can be added without hours of downtime for the existing node whilst manually copying the entire database file system, our solution automatically manages the data copy and is usually complete with a few minutes when used via a fast network, the existing node database will assume a read only state during the time, but no data is lost as the SCADA application buffers this data and forwards to the database once the file sync is complete.

⊙ Scale, unlike synchronised virtual machines, this solution scales well.

What tangible impact has product's/solution had on the market and you customers?

⊙ High Availability in larger systems better than 99.999%

⊙ Easier maintenance

What are the major differences between your product's/solution and those of your competitors? Most SCADA systems use a built-in database and neither the SCADA application its self or database natively support redundancy, if redundancy is required this is usually supplied via custom virtualization system that maintains two synchronised copies of the SCADA application running in a virtual Machine, this works well for smaller projects, but does not scale well.

The baseline – What were the high level aims of the project? What existed in the market? Why couldn't we purchase a solution?

To provide full redundancy in our monitoring solutions, whilst the SCADA monitoring platform we used has a good built-in redundancy, the backend database that provides for alarm and history storage did not.

The Technological Advance – What were the technical advances that the project sought to create?

To have both the SCADA project and the backend database auto replicate, i.e. if one, the master server powered down for maintenance the standby server should take over, on reboot of the master server it should auto replicate up to date from the standby server, any history recorded whist the Master server was offline should be copied over from the standby server.
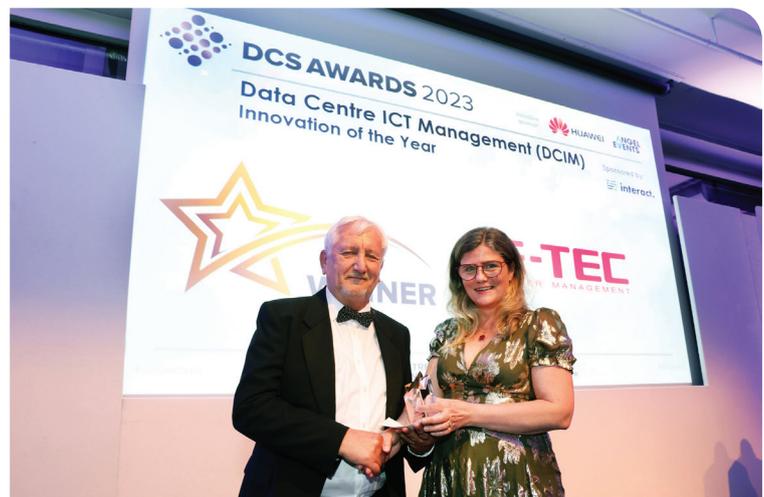
DATA CENTRE ICT AUTOMATION / ORCHESTRATION INNOVATION OF THE YEAR

Open to any innovative data centre automation/ orchestration service, product or technology.

PARK PLACE TECHNOLOGIES

PARKVIEW Discovery&trade (PVD) automates and simplifies the asset discovery process, allowing data centre operators to: Eliminate the need for manually collecting and documenting IT inventory Achieve real time visibility for acquired assets and assets in remote locations Accelerate audit preparation and readiness Easily obtain serial number and product life cycle information Park Place supports the installation and execution of scanning and inventory reporting Discover physical, virtual and cloud assets across your infrastructure - automatically. Identify and track assets deployed to remote workforce. Retire internal discovery tools Reassign internal resources Reduce software licensing costs and maintenance costs

RISING STAR OF THE YEAR - XAVIER PLOWRIGHT

Open for individuals to nominate OR organisations nominating individual employees of merit. This is NOT an age bound award.

JLL

CAREER PATH FROM working one day a week voluntarily in the data centre transactions team with CBRE, I secured an apprenticeship with Colt DCS for 2 years: conducting business analysis whilst studying business administration. My key deliverables at Colt were to introduce a business intelligence tool to the business to improve efficiency as well as creating a standalone DCS intranet system tool. Following my time at Colt, I joined the JLL Data Centres team on a contract 6 month contract. After 2 years of contracting, I managed to secure a permanent position as the team evolved. Since then, I have been promoted to a senior analyst where I conduct data centre strategy for JLL's key clients and track the statistics for the key European data centre markets.

Since joining the industry, I have had two core goals:
1. Be the 'Delivery Man' - I have always wanted to be known as the individual that provides insight to support decision making. Not only do I want to add value but I want to be dependable, so much so that once you have asked for support, you automatically know the task will be delivered to a high standard.

2. Inspire - Growing up in my area there aren't many understood career paths aside from footballer, rapper or trader. I want to show people that it is possible to be successful having a career job. I want to do this in two ways First being a successful role model to show that is possible. Second, working with the younger generation and sharing my experiences to let them know it is possible.

DATA CENTRE FACILITIES VENDOR OF THE YEAR

Open to any commercial organisation manufacturing, selling and/or supporting DC Facilities solutions in the EMEA market.

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

Established in June 2021, Huawei Digital Power Technologies Co., Ltd. (Huawei Digital Power for short) is a leading global provider of digital power products and solutions. We are committed to integrating digital and power electronics technologies, developing clean power, and enabling energy digitalization to drive energy revolution for a better, greener future. In the clean power generation sector, we help create new power systems that primarily rely on renewable energy. In the green ICT power infrastructure sector, we help build green, low-carbon, and intelligent data centers and communications networks. In the green transportation sector, we redefine consumer driving and safety experiences in electric vehicles, accelerating transportation electrification. With approximately 6000 employees, Huawei Digital Power serves one third of the world's population across more than 170 countries and regions.

What tangible impact has your company had on the market and your customers?

Thanks to continuous investment and technology accumulation in the field of data center facility, Huawei's data center facilities performance have grown steadily. According to the third-party authority Omdia and Frost & Sullivan report, the indoor modular data center ranked No. 1 in global market share, and the modular UPS ranked No. 1 in global market share. At present, Huawei's data center facility solutions cover multiple industries, including carriers, ISP, governments, finance, manufacturing and son on.

What levels of customer service differentiate you from your competitors?

There are some cooperative customers who have not been authorized publicly. Listed below are just some of the customers that have been served.
Carrier: Dreamline, Converge, China Unicom, China Mobile, China Telecom etc.
ISP: Global Switch, CloudExchange, Kao Data, Noris

Network etc.
Transportation: Dubai International Airport, Singapore LTA, CCTIC Data Center, Shenzhen International Airport etc.
Energy: China Southern Power Grid, Saudi Electricity Company etc.

What are the major differentiators between your company and your primary competitors?

Huawei proposes the concept of "GSSR" (Green, Simple, Smart, Reliable) to build future-proof data centers and enable the sustainable development of the data center industry.

Green: Huawei data center solutions feature high energy efficiency, high density, and a small footprint. They offer end-to-end (E2E) carbon emissions reduction to maximize energy utilization and minimize environmental impact.

Simple: With modularity and prefabrication, the solutions simplify both deployment and O&M. Taking the modular data center solution as an example, FusionModule2000 6.0 adopts an integrated and modular design, which can be deployed in a single module. Compared with the traditional solution, the deployment period is shortened from 1 month to 7 days, achieving faster service rollout.

Smart: Huawei data center solutions enable intelligent O&M and optimize energy efficiency. Digital and AI technologies are used for remote inspection, fault identification & analysis. The iCooling solution diagnoses the energy consumption of cooling links in real time, reducing the PUE by 8%–15%.

Reliable: Reliable architecture and preventive maintenance safeguard data centers. The iPower predicts the service life of key components and reports high-temperature warnings using AI, enabling predictive maintenance.

DATA CENTRE MANAGED SERVICES VENDOR OF THE YEAR

Open to any commercial organisation selling and/or supporting DC Cloud products and/or services in the EMEA market.

[deft]

TO UNDERSTAND what makes Deft different, just listen to client David Heinemeier Hansson, co-founder of 37signals: "We love our friends at Deft (https://www.linkedin.com/company/meetdeft/).

Good service is its own marketing!" After 14 years of depending on Deft to host flagship product basecamp, 37Signals decided — loudly (https://www.linkedin.com/posts/david-heinemeier-hansson-374b18221_five-values-guiding-our-cloud-exit-activity-7034068191572058112-jzxG/) — to move its entire business to private cloud. Public cloud kept prices unpredictable, and control in invisible hands.

Deft colocation offered an opportunity to own that infrastructure, without needing their own people to manage it.

Having trusted Deft's managed services for more than a decade, 37 Signals knew we could do the work without oversight and without running up a big bill. In fact, the company's cofounder estimates a savings of roughly $7 million over the next five years, all without ever having to touch their own hardware. That may sound like a unique story. Long-time client, big-name brand, major transformation.

But it's not. It's just what Deft does. They do the work, offering services across all infrastructure types so they can honestly advise on the best solution for each and every business, whether it's public cloud, colocated servers, or somewhere in between. That's probably why basecamp isn't our longest-term client at 14 years — not by a long shot.

Our average colocation client has been with us for more than 10 years, some more than double that. That's longer than the lifespan of most companies, and certainly longer than the lifecycle of any technology trends. The managed services we offer may change, as we listen to clients and learn about new tools, but the quality of our interactions never will.

OUTSTANDING CONTRIBUTION TO SUSTAINABILITY AND EFFICIENCY AWARD: JOHN BOOTH

Open to any IT vendor or business partner who has delivered through innovation or integration a measurable and/or tangible solution that delivers improved sustainability or efficiency in the data centre environment.

I'M NOMINATING the company and myself for the 3rd time in the hope of being successful, third time lucky etc.

Carbon3IT Ltd/John Booth has been a runner up in this category for the past two years, missing out to Schneider Electric (good company to be in) In 2022 we have had our best ever year and have completed data centre sustainability projects for UK and european clients, and have assignments scheduled for more sustainability projects in 2023. These are true sustainability projects relating to the measurement and calculation of GHG emissions and overall embodied carbon and this work is bleeding edge (no one else to our knowledge goes into the level of detail that we do). We contributed to the development of the TIC Council EUCOC redraft in late 2022, which is the foundation of the EU Taxonomy regulations, the Corporate Sustainability Reporting Directive and the Energy Efficiency Directive (In revision).

We continue our work with the EU Code of Conduct for Data Centres (Energy Efficiency), we have completed revised the criteria for the Certified Energy Efficient Data Centre Award (DCD) so that an organisation undertaking a CEEDA assessment can be assured that they will be given a report that can be used for all the impending EU compliance requirements.

We continue our work with the National Data Centre Academy, a digital infrastructure - centre of excellence for which, we have recently submitted

a West Midlands Combined Authority Innovation Accelerator Funding proposal, we will find out if we've been successful on the 20th Jan (In which case we expect to publish a press release and to be able to update this entry!)

Our activity is thus cutting edge and thus is innovative and sustainable, we don't sell product, we think deeply about how to make digitial infrasfucture sustainable and efficient, we sell consultancy and compliance.

We're not a big company so dont have 100's of staff worldwide being told to vote for us!
We strongly believe that we make a truly outstanding contribution to sustainability and efficiency in the data centre space.

DATA CENTRE ICT SYSTEMS VENDOR OF THE YEAR

Open to any commercial organisation manufacturing, selling and/or supporting DC ICT system solutions in the EMEA market.

METCLOUD
GET CONNECTED · CYBER SAFE

METCLOUD is a multi-award-winning cybersecurity hybrid cloud platform that harnesses sophisticated cyber defence, surveillance, Artificial Intelligence (AI) and Machine Learning (ML) technologies. METCLOUD helps businesses adopt next generation, cybersecurity and cloud computing technologies to ensure that they remain secure, effective and efficient in today's economy. We recognise the burgeoning value of data security and seamless connectivity to facilitate effective collaboration across any business. Our multi-award-winning team of experts are committed to prescribing solutions that are specifically suited for the unique needs of any business with a people-first approach.
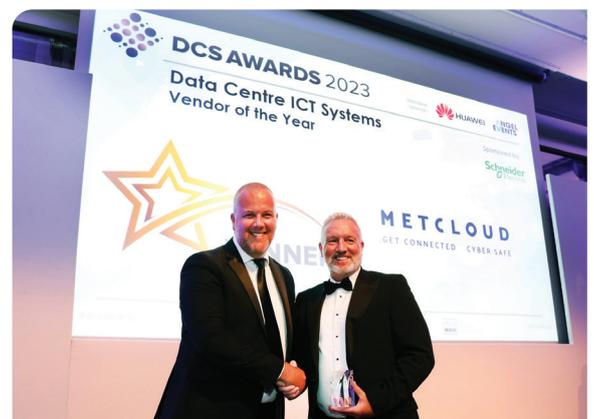
DATA CENTRE INDUSTRY CONTRIBUTION OF THE YEAR - JAMES RIX

Open to any individual recognised to have made a significant contribution to the Data Centre industry in EMEA - they could be working within a data centre environment or for a supplier of data centre services such as a hosting/colocation supplier, a managed services provider, a channel organisation, a datacentre facilities or ICT vendor.

ARCADIS

JAMES has worked tirelessly behind the scenes to bring to life and widen out the appeal of the data centre industry. He has regularly spoken at conferences highlighting the appeal of the industry and the pathways to this. Through his management of apprentices these have become known as rising stars of the industry and his apprentices regularly appear on industry know podcasts. He has, through Arcadis been an early supporter of the Rising Stars programme. He is also the innovator of the data centre seminar for young talent, which is an industry first, giving prominence to young talent by giving them the conference floor to talk about what is important to them.

DATA CENTRE COMPANY OF THE YEAR

The company which champions some or all of the following aspects of today's workplace: personal development and training inclusivity employee wellbeing social responsibility.

CBRE

CBRE Data Center Solutions (DCS) delivers total lifecycle facility, maintenance, technology and real estate services for data centre owners and occupiers, including enterprise, hyperscale, and colocation clients. Our team of over 4,000 dedicated data centre technicians manage 75 million square feet of raised floor space across 700 sites in over 45 countries. We support over 90% of the Fortune 100's companies and managed some of the most business-critical data centres for five of the six largest technology companies globally in 2022.

CBRE recognises the direct relationship between investing in people and exceptional service. We have developed an industry-leading suite of training and development courses to improve the performance of our people and provide them with additional skills and experience to further their career at CBRE and beyond. As of 2022, CBRE DCS provides twice the industry average for training and development. CBRE is the first company in the industry globally to commit to certify 100% of its global technical workforce. Through a strategic alliance with CNet Training, we deliver a comprehensive training and development program that requires all data centre technicians to achieve the highly respected CDCTP® certification.

In partnership with renowned psychologist Dr. Tim Marsh, a world authority on behavioural safety, safety leadership, and organisational culture, we developed CBRE DCS Human Factors Training. The resulting program covers wellbeing and other factors which can affect a technician's ability to perform well and how to act in stressful situations. This is achieved through classroom training, facilitation, group discussions and practical exercises, and aims to increase safety, quality, and efficiency in critical maintenance operations by reducing human error and its impact on maintenance activities. CBRE have implemented this training for over five years, and our latest results show that only 16% of unplanned downtime was related to human error versus an

industry average of 70%. CBRE's award-winning Apprenticeship Scheme provides an opportunity for talented individuals to start an exciting career within the industry. This four-year programme offers the opportunity to develop skills, build confidence and 'earn while you learn' in a supportive, hands-on environment with the tools needed to launch a career. Each year we take 50 talented engineering apprentices who work in some of the most famous and iconic buildings, supporting a spectrum of well-known clients.

In 2021 we teamed up with University Technical College Heathrow to develop a new Digital Futures Program, which will equip learners with the skills necessary for technical careers in the data centre industry. The partnership aims to tackle the long-term skills shortage in the UK data centre industry, with a data centre focused curriculum for 14 to 19-year-olds. CBRE also partners with JobOppo to expand our reach to ex-Armed Forces.

EXCELLENCE IN DATA CENTRE SERVICES AWARD

Open to any IT vendor or reseller/business partner delivering end-user customer service in the UK or EMEA data centre markets. Entries must be accompanied by a minimum of THREE customer testimonials (in English) attesting to the high level of customer service delivered that sets the entrant apart from their competition.

ULTRA SUPPORT

ULTRA SUPPORT SERVICES are an industry-leading Channel Only Hardware support and maintenance organisation focused on Data Centre products & technologies, including current and legacy Data Storage, Servers & Networking products.
Ultra Support is somewhat unique in that they are 100% Channel Only. Providing competitive and quality-focused subcontracted hardware service & support to the UK's leading VARs, MSPs and system integrators.

Unlike many organisations, Ultra Support has a strict policy to promote product reuse to aid sustainability. This is achieved with an efficient reverse logistics process, followed by repair & refurbishment, including any required data erasure, prior to re-stocking and re-use.

To ensure the highest possible SLA attainment, Ultra Support has a philosophy of only using internal Field Engineers, rather than externally sub-contracting contracts. This is paired with a country-wide network of 22 Forward Stocking Locations (FSLs) containing company-owned inventory and spare parts to support the specific local Data Centre contract-base.

Customers benefit from working with a non-conflicting Channel Only partner, matched by reliable and high-performing SLA fulfilment to deliver unsurpassed End-User customer satisfaction with maintaining the highest possible uptime.