

Nominee: VIRTUS Data Centres

Nomination title: VIRTUS Data Centres Colocation

VIRTUS Data Centres owns, designs, builds and operates a new generation of agile, connected, efficient data centres around the heart of London's cloud and digital content economy. Located within London's metro, VIRTUS offers the best of traditional retail colocation and custom solutions of the wholesale model, in uniquely flexible and customer friendly packages.

A key distinguishing feature of VIRTUS' colocation solutions is the agile commercials offered. VIRTUS was the first data centre owner-operator to recognise that rigid long-term data centre contracts were not optimal as businesses are often required to change their colocation requirements. VIRTUS' agile solutions have brought true technical and commercial flexibility to the data centre market, accommodating this need. Solutions such VIRTUS Colo-On Demand enables rack customers to change their contracting requirements on a day-by-day basis, whereas VIRTUS Flex allows customers with large requirements to vary their space or power density commitment up or down to match their IT and business needs. This flexibility is unique to the market, establishing VIRTUS as a market leader. In addition, VIRTUS provides all customers free access to the VIRTUS Intelligent Portal (VIP), a tool which gives customers up to the minute, accurate information about their IT usage to inform and predict their current and future commitment levels. VIP allows colocation customers to make the most of contractual flexibility to continually optimise their IT performance, offering transparency to save unnecessary space and power charges over their contracts. VIRTUS' colocation solutions are leading the market, providing customers with flexible colocation which they can adapt to their demands.

Another distinguishing feature of VIRTUS' colocation solutions is the ability to accommodate high density colocation at VIRTUS' LONDON2 data centre. Most competitors can only support around 20kW per rack, sometimes only being able to accommodate this requirement through the use of expensive supplemental equipment. VIRTUS provides customers with the ability to deploy up to 40kW of IT computing equipment in a single rack as standard, giving them the option to put more power (translating to compute power) into the same floor space. Furthermore, VIRTUS' contracts incentivise customers for high density as the price of service reduces as the customer goes denser, differentiating VIRTUS to competitors, who often incur a cost penalty for high density.

In addition to these features, VIRTUS' colocation solutions offer limitless connectivity, another USP differentiating VIRTUS from the market. VIRTUS has built a multi sub-duct network on diverse paths to each carrier footprint (1.5 miles North and 1 mile South) at its LONDON2 data centre, removing the £500k+ capital for each carrier to connect to the data centre, incentivising service providers to bring in dark fibre to the facility. By owning this fully

diverse fibre duct infrastructure, VIRTUS is able to interconnect with all of the fibre owner/operators in the London carrier market. By having each of the main London fibre owner/resellers already in its data centres, every other international carrier or related services provider is just a cross connect away. This not only provides VIRTUS' customers with a much wider choice of carriers, but ultimately results in savings for customers as carriers are able to offer their services at a much more competitive price.

Another key feature which has made VIRTUS' colocation services unique is the locations where data centres have been built. As an expert in property acquisition, VIRTUS has ensured that its data centres are built on land which has ideal proximity to both power and communications, resulting in reduced costs, which are later passed on to customers in their cost efficient colocation solutions. Further, by owning the land, VIRTUS has ensured that this cost will not only remain stable, unlike rent which may increase over time, but will be an outgoing capex transaction, as opposed to an ongoing opex paid by a leaseholder. This USP differentiates VIRTUS from its competitors whilst resulting in a tangible benefit for its customers by allowing VIRTUS to provide extremely cost efficient colocation solutions.

Further, VIRTUS is unique with a construction and operations team of data centre experts who have built and operated over 20+ data centres in Europe between them. From this, VIRTUS has the knowledge, skills and experience to refine its data centres and construct them with optimum delivery and operational processes, resulting in ultra-resilient, high performance facilities which offer an unparalleled level of flexibility when it comes to the right sizing of availability, power density and cost of service. VIRTUS LONDON2 has been designed using award winning modular and scalable principles and is Tier III design certified with the Uptime Institute. VIRTUS is confident in its ability to offer best-in-class SLA terms based on an historical 100% power uptime operations. VIRTUS offers colocation solutions for anything from a rack to a bespoke build wing of an entire data centre, using intelligent design principles to offer the fastest speed of deployment, lowest cost to build and operate and maximum flexibility of density.

VIRTUS offers extremely efficient colocation solutions which translate into savings for customers. VIRTUS' super-efficient colocation solutions offer a real PUE of <1.2 at LONDON2, as opposed to a commercial or marketing PUE that other competitors offer. VIRTUS optimises the utilisation of power and cooling in the data centres and are also being the first data centre in London to use Excool cooling technology, delivering cooling to match the IT load. This cooling technology is unlike CRAC units used by many competitors, which deliver a fixed level of cooling. Further, VIRTUS UPS's are modular with elements that operate in eco-mode to run more efficiently. All of these USP's result in power and cost efficiency and have established VIRTUS as a market leader in innovation and technology.

To conclude, VIRTUS has many USPs which differentiate its colocation solutions from their competitors. VIRTUS offers extreme flexibility with agile commercials and transparency,

achieved through the VIP. In addition, VIRTUS has bought and built data centres in optimised locations and used expert planning and the best of breed technologies to ensure customers have limitless connectivity all for the lowest Total Cost of Service possible.

Why nominee should win

- VIRTUS offers agile commercials bringing true technical and commercial flexibility to the market
- VIRTUS offers high density colocation solutions , offering up to 40kW in a rack, compared to competitors whom offer around 20kW per rack
- VIRTUS' colocation solutions offer limitless connectivity with the ability to meet all of the fibre owner/operators in the carrier market
- VIRTUS' data centres have ideal proximity to both power and communications, resulting in reduced costs, which are later passed on to customers
- VIRTUS is unique with a construction and operations teams of data centre experts, offering colocation customers a unique, safe pair of hands