Nominee: Infinity SDC

Nomination title: Infinity SDC's excellent data centre facilities operated by a phenomenal team of industry experts

Infinity is not a traditional data centre provider. Infinity customers are not restricted to a draconian mentality of "the way things are done" and instead work with exceptional Infinity specialists to create fresh and innovative data centre solutions. These provide demonstrable benefits for their business; from power and cooling solutions right through to cable management and data centre monitoring systems.

Infinity SDC is the UK's fastest growing data centre provider and has a number of accolades to support this including:

• Being named in the Sunday Times Hiscox Tech Track 100 for three years in a row from 2013-2015

• In 2015 Infinity SDC was included on the Deloitte Technology UK Fast 50 and EMEA Fast 500 list: recognising the achievements of European businesses that have demonstrated skill, passion and dedication to deliver high-paced revenue growth over the last four years

• Infinity was also named in the 2015 London Stock Exchange's 1000 companies to inspire Britain in 2015 amongst well-known companies such as Cath Kidston, Zoopla, Itsu and Metro Bank

Through these awards, Infinity has helped to raise the profile of the data centre industry in the wider business market.

Infinity SDC goes above and beyond for customers and offers a level of service that is unparalleled within the UK data centre market. The experienced Infinity team has a wealth of data centre knowledge and experience having previously worked for a number of well-known data centre providers. They have come together to manage the data centres and support customer employing best practices picked up along the way and offering customers practical, innovative solutions for their IT architecture; rather than being restricted by the culture that often prevails within large enterprise giants.

All four Infinity data centres are less than ten years old and have been built to accommodate high density deployments without any hassle of re-engineering. This makes Infinity a great choice for High Performance Computing (HPC) deployments and in 2015, some of the UK's major education

and research institutions successfully deployed and ran their HPC environments from within an Infinity data centre.

All Infinity data centres are built to meet or exceed the Uptime Institute's Tier III standards; in 2009 Infinity designed and built Europe's first Tier IV data centre at Romford. The Romford data centre now also successfully hosts some of the world's largest financial institutions.

Infinity's Infinite Data Centre product is perfect for companies with changing needs. It provides the flexibility and agility for customers to scale their space and power requirements in line with their IT. Designed specifically to support businesses through their IT transformation, the Infinite Data Centre truly makes the data centre a part of the IT solution.

Infinity's latest data centre at Here East, the former press and broadcast centre for the London 2012 Olympic Games, is its largest and most efficient data centre yet. This 100,000 sq ft data centre is in the midst of an exciting new digital hub in East London where businesses, education and research institute can come together and collaborate.

Through innovation and thirst for collaboration and partnership, Infinity has successfully created the UK's first shared data centre for research and education. The shared data centre brought together world class academia and medical research institutions, enabling the UK to become a global medical research leader.

The innovative and flexible design incorporated multiple resilience and power density platforms at rack level, cooled via an innovative indirect evaporative cooling system. Today, the shared data centre supports a diversity of applications from enterprise to HPC and is the UK's first large scale outsourced HPC centre.

Infinity's main differentiators are:

High density as standard – our data centres are all built to support a range of IT. Density configurations supporting enterprise applications (4kW) through to HPC research (up to 40kW).

Resilience on demand – rather than the standard practice of deploying Tier III as a default, the range of resilience levels is matched to the IT it supports. Infinity data centres are 'workload focused' and 'value driven'.

Technical innovation – the data centre is specifically designed to support the needs of our customers and where customers need technical flexibility and ingenuity, the Infinity team creates clever solutions that meet and exceed customer needs.

Why nominee should win

• Infinity was at the heart of the creation of the UK's first shared data centre for education and research

• Internationally recognised as a company to watch with commercially and technically innovative, flexible data centre solutions

• Next generation, HPC ready data centres are able to provide high density configurations (up to 40kW per rack)

• Infinity's clients include the world's leading financial institutions, cloud vendors, global insurers and telecommunications companies who have all experienced a genuine service to make their lives easier when it comes to their data centre solution

• A highly experienced team of specialists who enjoy what they do and go above and beyond for every single Infinity customer