

## Nominee: Rack Centre

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### Nomination title: Data Centre Hosting/co-location Supplier of the Year

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

#### Dense Carrier Neutral Connectivity:

Rack Centre provides network dense carrier neutral connectivity and a cloud exchange ecosystem to organisations that require world class hosting with exceptional low latency connectivity across Africa, Europe, South America and North America. We provide comprehensive connectivity at Tier III that is unrivalled on the continent.

All 5 Undersea Cables (ACE, GLO1, MainOne, SAT-3, WACS) are directly connected to Rack Centre and accessible through at least 10 carriers. All countries on the Atlantic coast of Africa are directly connected to Rack Centre, ensuring countries with at least 500 million population are within low latency connectivity to Rack Centre. There is network abundance with at least 25 local carriers, MNOs and ISPs in Nigeria directly connected. The Internet Exchange Point of Nigeria (IXPN) and Regional West Africa Internet Exchange Point (RIXP) are hosted in Rack Centre, providing Internet transaction domiciliation in the country and region. Banks that host at Rack Centre have seen up to 30% reduction in total connectivity costs.

#### Sophisticated Power Infrastructure in Sub Sahara Africa:

We have constructed and put in place very sophisticated N+N power architecture that is a component part of achieving the Uptime Tier III Certification of Constructed Facility (TCCF) the first and only carrier neutral colocation provider with that achievement in Africa. We are implementing industrial dedicated utility power with dual dedicated diverse routes with on-site substation at Rack Centre and undergoing detailed design for complementary gas power infrastructure. The multiple sources of power; utility, gas and diesel are being tuned to reach the operating requirements for Tier IV compliance.

#### Advanced Cooling Technology:

Rack Centre is delivering excellence in efficiency and sustainability, achieving a regional leading average Power Utilisation Effectiveness (PUE) of 1.4, and an all-time single reading low of 1.25



despite the challenging climate in West Africa with 90 percent humidity and 90 degrees Fahrenheit ambient temperature.

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

**World-Class Local Infrastructure:**

Rack Centre has established world class local infrastructure to West Africa. We continue to achieve 100% uptime since launch in October 2013. Prior to the advent of Rack Centre, companies wanting high quality hosting either had to host abroad resulting in capital flight, or expend significant capital expenditure on building own data centres that then are not up to world standard, resulting in inefficient deployment of tier one company capital. Rack Centre is now providing reliable hosting for ISPs, Carriers and MNOs to provide the underpinning infrastructure for broadband technology. Broadband penetration has a direct impact on GDP growth. Given the world class certified infrastructure, global cloud players now have the confidence to commence hosting of regional cloud footprints in West Africa. Rack Centre provides core hosting and Tier III interconnect framework, not only for Nigeria, but for Sub Sahara Africa.

**Cloud Exchange Ecosystem:**

Rack Centre "CloudonGround™" provides the first and most comprehensive heterogeneous marketplace for Cloud Services, hosted, and delivered 'on ground' within Rack Centre. Cloud services at world class quality, are available locally in Nigeria with low latency high performance; the heart of Cloud services delivered locally in West Africa. This is transforming the 20 million strong Nigerian SME community, by bringing accessible computing to SMEs. We have a fantastic geophysical location to connect the world locally, hosted with access to global trusted cloud services providers making Rack Centre the preferred edge data centre. Rack Centre is home to leading multinationals, Banks, Domain Name servers, Internet exchanges, internet Service providers, Financial trading platforms, Fintech and e-payment companies, IPTV and multimedia companies and two of the largest local webhosting services in west Africa.

**What levels of customer service differentiate you from your competitors**

**Proven Reliability and Resilient Infrastructure:**



- Zero downtime since launch.
- Cost efficiency in inter-connectivity.
- High levels of recorded customer satisfaction with 95% of customer recording 'Exceed Expectation' in customer satisfaction surveys.
- Consistent track record of achieving seamless zero downtime migration of customer assets to Rack Centre, which has been described as 'outstanding' by some.
- TCCF Certification gives customers reassurance and confidence.

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

- **TCCF Certification:** Only carrier neutral facility in the region to be TCCF certified by the Uptime Institute.
- **Connectivity Ecosystem:** The most comprehensive data inter-connect platform at Tier III for connecting Nigeria with over 25 carriers, ISPs and MNOs directly connected to Rack Centre Meet Me Room. All undersea cables directly connected accessible through at least 11 carriers with connectivity contracts.
- **Reliability:** 100% uptime since launch.
- **Scalability:** Scalability to the largest single location capacity in the region of 8.5MW of IT power with 3000 racks. Other country and regional locations to follow.
- **Facility Intrinsic Quality:** Achieved ISO27001 certification without single non-conformance. Operate to ISO 20001 Service Management and ISO22301 Business Continuity standards.
- **Comprehensive Security:** Rack Centre has industry leading 10 levels of security, providing a highly secure environment for hosting customer assets.
- **Cloud Ecosystem:** Rack Centre CloudonGround™ ecosystem is a carrier dense environment of cloud services, the leading local and regional cloud exchange.
- **Global Accolades:** Only African company to have been a winner of Data Centre Dynamics awards 2015 and finalist in three consecutive years in four different categories. Proudly a finalist at 2017 DCS awards.



## Why nominee should win

- Outstanding customer accolades and satisfaction. A new market benchmark for quality.
- The heart of Internet Exchange and Regional Exchange integration in the sub region, providing the ecosystem for cloud infrastructure and content distribution.
- The only Uptime Institute Tier III Constructed Facility (TCCF) in West Africa with 100% uptime. World-class innovation delivered in a difficult operating environment.
- The most connected Tier III data centre in Africa with abundance of connectivity providers, and comprehensive cloud exchange ecosystem.
- We have put in place the colocation, carrier neutral, cloud and content distribution infrastructure to transform the economies of Nigeria and Sub Sahara Africa.