

UK data centre outsourcing set to become the sensible corporate response to the downturn

Submitted by: Maillot Jaune Communications

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New research shows outsourcing enables better planning without relinquishing control

Sentrum(www.sentrum.com), a specialist in data centre solutions, has today confirmed that findings from an independent research report show that UK businesses are embracing outsourcing as a viable and responsible approach to meeting ongoing data centre requirements.

The survey reveals that of the 100 companies questioned, 43 per cent already outsource data centre space and of those that do 28 per cent have done so for the first time in the last twelve months.

Interestingly, 35 per cent of companies currently not outsourcing data centre space requirements have plans to do so in the future.

In the current financial climate it appears that more businesses than ever are considering adopting an outsourced approach to a managed data centre facility. UK businesses that already embrace outsourcing data centre requirements, have on average, placed 53 per cent of their organisation's requirements into the hands of specialist third party operators. This suggests that businesses are starting to recognise the flexibility that customised packages, available from third parties providers, bring when an organisation is looking to manage increasing data demands but is working with constrained budgets. 79 per cent of IT managers also do not believe outsourcing data centre space means relinquishing control. In fact, 21 per cent believed it actually provided increased control when planning policies to manage IT expansion and/or consolidation.

"There are many powerful economic arguments in favour of working within an outsourced environment," said Andy Ruhan, CEO at Sentrum. "In today's market with financial pressures facing many firms, now is just the right time for outsourcing to become this season's business essential".

"Data today is seen as a business critical asset in any corporation and the demand for greater levels of data storage and processing are not going to go away despite the current market downturn," Ruhan continued. "Businesses need to continue to plan for the future and the trend that the research clearly shows is that most currently have plans to outsource at least some data centre space within the next year."

For further information on Sentrum data centres, please visit: www.sentrum.com

About the Research

The report was commissioned by Sentrum and undertaken by Dynamic Markets. It details quantitative research with IT professionals in organisations across the UK. A total of 100 interviews were collected with senior IT professionals across a wide variety of industry sectors and in large organisations with 250 or more employees. All respondents confirmed prior to interview that they were an IT professional responsible for the company's data centres from an operational and/or strategic perspective.

About Sentrum

Founded in 2005, Sentrum specialises in the design, build and management of bespoke data centre solutions for the multinational corporate market. The company has four facilities around London (Camberley, Sutton, Watford & Woking) and one in Rugby comprising in excess of 1.2 million sq ft of space. Introduced to address the gap in the marketplace for data centre facilities that could meet corporate requirements of less than 50,000 sq ft, Sentrum is the first data centre operator to offer fully bespoke solutions, with a dedicated plant for every data suite. In addition, because every data suite is bespoke, Sentrum offers clients a practical cost-effective solution that is tailored to meet specific business needs.

The Sentrum team is comprised entirely of data centre and property development professionals. The two principals alone have built out over 3.2 million sq ft of data centre space to date.

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