

Power and cooling of new IT dominate concerns for Western Europe data center owners and operators as cost management strategies shift

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Investment strategies become selective and risk averse

A new report: – “Western Europe: Datacenter Investment & Infrastructure Trends 2007-9” – revealed high levels of concern about power consumption and the cooling of higher density configurations.

Concern about funding for investment appears secondary to the need to keep current operations lean and efficient.

A new focus on ongoing operational costs and total cost of ownership revealed that while there is no compelling evidence of drastic budget reduction into 2009, the emphasis of investment and its geography will shift.

While rates of projected budget growth remain steady they may disappoint those expecting the continuation of recent strong growth in the data center sector. Growth rates in five key Western European markets is around €200 million per annum and total investment is projected to reach over €5 billion in 2009.

Trends show investment moving away from the United Kingdom into other European markets and away from the ‘traditional’ IT/telecoms/finance sectors into a more diversified data center economy involving new build, refit of existing facilities and relocation.

In the drive to satisfy the key requirements of availability, growth, cost reduction and efficiency and as any margin for error evaporates, owners and operators are now becoming more selective in the strategies and solutions they consider and adopt.

The survey questioned 792 data center owners and operators in London, Paris, Madrid, Amsterdam and Frankfurt.

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“Western Europe: Datacenter Investment & Infrastructure Trends 2007-9” (122 pp) is available from the DatacenterResearch Group. Details are available at <http://www.datacenterdynamics.com/research> or via chris.lambert@datacenterdynamics.com

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