

Sentrum warns UK businesses not to ignore space for power

Submitted by: Maillot Jaune Communications

Monday, 5 July 2010

London, UK – 5th July 2010: Sentrum (www.sentrum.com), a specialist in data centre solutions, has today released new research findings which show that space and power issues currently top the data centre agenda. Despite these being the key business concerns that are continuing to drive companies to outsource data centre requirements, Sentrum warns that the over emphasis on power in particular could limit future business agility and growth in this sector - and that space, in fact, should become the priority consideration.

The report entitled *The Power Struggle*, was commissioned by Sentrum and polled senior industry figures about developments in the data centre sector that have taken place in the past five years. During this 5 year period, 81% of respondents from large companies cited that they have expanded, or moved, their data centre due to a need for more space and/or power. Whilst 33% moved for both these reasons; 20% moved specifically due to space requirements and 28% moved as a result of power requirements alone.

What is clear from the findings is that the majority - 60% of IT managers and 71% of CIOs and director-level IT professionals – now consider power to be the priority over space (cited by just 38%) when choosing to expand or move to a new data centre facility.

“The drive by vendors to reduce hardware footprints alongside the rise in the popularity of virtualised solutions may go some way to explain why space is now perceived to be less of a priority when reviewing data centre operations,” said Franek Sodzawiczny, Development Director & Partner, at Sentrum. “But this in fact serves to obscure the real threat to an industry that is now facing a limit of available specialist space which can meet the high availability demands of connected, global businesses.”

“Working to reduce the somewhat misplaced demands for greater levels of power will help clarify to CIOs and IT managers that the issue of space is ultimately of greater importance if a business is to grow in the face of ever increasing storage demands,” he added.

Encouragingly for the industry over all, when factoring in the outsourcing of some, or all, of the data centre requirements during the last 5 years the number of companies that moved or expanded the data centre for power and space purposes escalated to 89%. However, there was no statistically significant difference as to whether power or space held priority over the other in the decision making process.

“That both power and space remain important is not in question,” continued Sodzawiczny. “The fact that companies continue to outsource their data centre requirements immediately shows that the industry is increasingly aware of the associated business benefits of having externally hosted data centre facilities. That said, expertise and consultancy from the data centre operators needs to be improved in order to ensure that customers are getting what they need from their data centre space in the long term.”

About the Research

The report was commissioned by Sentrum and undertaken by Dynamic Markets Limited. 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. Responses, where relevant, have been compared with research results collated in 2008 and 2009.

About Sentrum

Specialists in the design, build and management of bespoke data centre solutions

Founded in 2005, Sentrum has a portfolio of five facilities around London (Camberley, Sutton, Watford, Woking & Hayes) a sixth in Rugby comprising in excess of 1.2 million sq ft of technical space and a seventh in Guernsey. Sentrum was the first data centre operator to offer truly flexible facilities, with dedicated plant for every data suite. Tailor-made to each individual client's specific needs - from the size of the data suite through to the power configuration and level of resilience - Sentrum offers clients practical, cost-effective solutions which maximise usage of technical space and meet mission critical business requirements. The Sentrum team is comprised entirely of data centre and property development professionals. The two principals alone have built out several million square feet of data centre space to date.

Visit: www.sentrum.com

For more information please contact:

Gary Marshall

maillot jaune communications

tel: +44 (0)1252 761446

eml: gary.marshall@maillot-jaune.co.uk