

Sentrum Argues Data Centre 'Value-add' Is Now Essential

Submitted by: Maillot Jaune Communications

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London, UK – 9th July 2012: Sentrum (www.sentrum.com), a specialist in data centre solutions, has today released findings from its latest research report which suggest that the data centre procurement process is becoming far more comprehensive. In the past, space and energy were the two key factors taken in to account but now it is the perceived 'value added services' which are under increasing scrutiny.

The research found that the increasing levels of confidence amongst IT Managers in their own knowledge (97%) is resulting in them also being much more demanding of their data centre operator partners. 66% of respondents, from across the UK & US, considered it essential that a data centre operator could now offer a scalable solution whilst 48% thought it important that an operator had specialist expertise in design, build and ongoing operations. Just as high on the business agenda (47%) was having access to a single point of contact during the entire process - from design to day-to-day maintenance - and 38% said that they expected specialist knowledge regarding how to maximise energy efficiencies.

Whilst IT Managers may also have felt under pressure to seek assurance on their decisions from external consultants in the past (83%) what they seem to be indicating today is that they would prefer to take the route of partnering with data centre experts who can immediately add value through experience at the coal face.

“As IT Managers turn to the latest technologies and ever more sophisticated solutions in a bid to manage big data, increase efficiencies and performance it is becoming increasingly clear that specialist data centre operators will be expected to play a vital role in helping businesses achieve these goals,” said Franek Sodzawiczny, Chief Development Officer and Co-Founder at Sentrum. “There is absolutely a tangible opportunity for data centre operators to rise to the occasion by offering high levels of value added services that come from a proven track record in running successful data centres from the ground up.”

The report, entitled *Creating Data Centre Confidence*, also shows that there is still room for improvement during the procurement process as 85% of IT Managers admitted to purchasing more space than is actually needed in a bid to future-proof their requirements and that 40% of organisations found that data centre specifications and plans were out of date within 2 years or less.

“In my experience, advice and guidance is much more likely to be accepted when it is offered by a business partner that can show it is acting with its clients' best interests at heart,” continued Sodzawiczny. “A dedicated in-house team of facilities management experts are not only responsible for ensuring that they have their fingers on the pulse of the data centre but that they can also earn their clients' trust. In my opinion, this only comes from offering solid advice and consultancy that ultimately delivers a difference to their business.”

About the Research

This latest study, entitled “*Creating Data Centre Confidence*”, was commissioned by Sentrum and details quantitative research with IT professionals in large organisations across the UK and US. It is

the sixth report in the series. For this survey, a total of 214 interviews were collected with senior IT professionals across a wide variety of industry sectors within organisations in the UK and US with 250 or more employees. All respondents confirmed that they were an IT professional with responsibility for the company's data centres from either an operational and/or a strategic perspective. They also confirmed their level of seniority: from CIO and director level to senior manager.

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) and a sixth in Rugby comprising in excess of 1.4 million sq ft of technical space. 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 scalable 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.

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