

4D Data Centres Wins The Guardian's 'Winning New Business' Category in its Best Practice Exchange

Submitted by: Dexterity

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Hi-res image of Jack Bedell-Pearce & Guardian award logo available from 4d at dexterity.co.uk

Byfleet, Surrey – 30 August 2012 – It's always good to win and Surrey-based, eco-friendly colocation and connectivity provider, 4D Data Centres (<http://www.4d-dc.com>) has been recognised by The Guardian newspaper for its sales strategy that has led to an average 40% growth year-on-year over the last four years. 4D is a winner in the Winning New Business (<http://www.guardian.co.uk/small-business-network/2012/aug/28/4d-data-growth-boosting-turnover>) category of the Guardian's Best Practice Exchange (<http://www.guardian.co.uk/small-business-network/best-practice-exchange>) in its Small Business Network section.

The winning entry describes 4D's three-pronged approach to its successful 'New Business' strategy that underpinned its activity planning in 2011.

Jack Bedell-Pearce, managing director of 4D Data Centres explains, "We worked out a ratio of quote to sales conversion and then did the same thing with website traffic. By setting activity planning targets based on previous experience, we were able to ensure we never over (or under) spent on marketing, and never had too many or too few leads for our sales guys. It had a significant impact and with just an 8% increase in marketing spend for 2011 we were able to boost our overall new business sales by nearly 35%.

"This meant that 4D was able to break the £2 million turnover barrier in 2011 and earn a place in the Deloitte Technology Fast 500 – our second consecutive year."

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About 4D Data Centres:

4D Data Centres (<http://www.4d-dc.com>) runs one of the few independently owned data centre businesses in the UK. This Tier 3 data centre operator, based at its own flagship site in Surrey, also provides colocation and connectivity services in three other centres in The City, London Docklands and Kent. Other services include server colocation, dedicated servers and managed services. The company provides customers with access 24/7 with around the clock support from 4D's qualified and experienced technical engineers.

As well as colocation, 4D offers ultra-fast connectivity to the UK's main communication hubs and other major colocation providers throughout the South-East. Owning its own diverse dark fibre to Points of Presence (POPs) in major data centres in London, 4D is rapidly becoming one of the major communications providers in the South-East.

4D has pioneered CO2 reduction techniques for the IT Industry and was one of the first UK data centres to

install an evaporative cooling system. The use of this pioneering technology was officially recognised in May 2012 when the company won the Green Datacentre Project of the Year Award from Datacentre Solutions magazine. 4D Surrey now operates with an impressive PUE of 1.146 which makes it one of the greenest data centres on the planet.

In 2010 and 2011 the company's rapid growth was acknowledged with a listing in the Deloitte Tech Fast 500 EMEA (a ranking of the 500 fastest growing technology companies in Europe, the Middle East and Africa).

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