

Stulz Deploys Cool Efficiency for Global Switch

Information and communications technology infrastructure is essential to any business. Indeed, it is core for a company like Global Switch, the leading wholesale multi-tenanted data centre provider in Europe and Asia-Pacific. The company operates in a data centre market estimated to be valued at more than US\$9 billion and growing at a compound annual rate of 14.6 percent¹.

Today, Global Switch owns and operates eight world-class data centres in key connectivity hubs across Europe and Asia-Pacific. Each centre provides flexible and cost-effective options for housing critical network and IT equipment. The company's customers include internationally renowned financial institutions and enterprises, major service providers, government organisations, carriers and other hosting businesses. Customers are attracted by Global Switch's state-of-the-art facilities, its strong operational track record and its reputation for maintaining a highly secure and reliable environment for housing mission critical equipment and providing business continuity solutions.

The Sydney data centre

Global Switch's Sydney data centre is the largest of its kind in the Southern Hemisphere with around 41,575 sq m of space. It is located in Harris Street on the edge of the city's central business district and has been operational since 2002.

In 2010, Global Switch needed to fit-out a purpose built space for a new customer. An essential component of the be-spoke build was a solution that provided strict cooling and environment controls.

Indeed, today, it is possible to design data centre facilities so they not only provide what is required for your immediate needs but also allow scalability to meet changing needs of your business. Many infrastructure systems are also becoming more portable enabling a progressive equipping strategy.

Robust and resilient infrastructure is fundamental to operating a successful data centre business with an efficient cooling solution one of the major components. Optimising the cooling system demanded precision air conditioning that would control temperature and humidity, keeping conditions at optimal levels for the efficient functioning of customer's IT [information technology] hardware.

Andy Ball, Project Manager, Global Switch explains, "Global Switch provides the cooling, space and power for customers but how the equipment is configured is a customer consideration. Our challenge is to

1 Frost & Sullivan, *Asia-Pacific Data Centre Services Market news analysis*, 2010.

maintain a consistent environment and avoid hot spots when customers don't necessarily place their loads evenly across the floor space. Indeed, one of the biggest logistical issues involved in such a project is the need to maintain normal data centre operations so that the business can continue to function smoothly."

In addition to precision, Global Switch wanted air conditioning that was energy efficient. "We look for efficiency because we are committed to reducing the impact of our data centres on the environment." Ball said

Going with a proven solution

Global Switch selected a solution made up of 63 CyberAir 2 CWU precision units from air conditioning specialist, Stulz. The decision was influenced by an independently conducted cost benefit analysis prepared for Global Switch's new Paris data centre (which is launching Q3 2011). In addition, the company had recently installed a number of Stulz units in Global Switch's Singapore data centre.

"One of the things that most impressed us about our relationship with Stulz in Europe and Singapore was that they were able to provide good project planning. They've been on budget and on time in every project they've worked on and are a very dependable supplier," says Ball.

He notes, "Stulz' design was important. Not only was the under floor fan unit efficiency second to none but also the fact we would be able to connect them to other units and operate them in a similar way was central to our requirements."

Not surprisingly for a company so used to designing and fitting out data centres, installation of the air conditioning system was swift and trouble-free. However, service delivery was important for Global Switch.

"Our technical modelling approach allowed us to focus on the issues at hand within the Global Switch data centre infrastructure in order to support their goal of remaining one of the best-in-class data centre providers globally," said John Jakovcevic, Managing Director, Stulz Australia.

Indeed, the scale of the project required Stulz to work closely with the many building disciplines on-site. The overall project required a sound management methodology to ensure all aspects of the deployment met time, budget and expected outcomes. At the same time, considerable design and planning was executed by Stulz to ensure a smooth transition.

As Ball explains, "Having people and critical spare parts available locally was key for us. If a fully trained and qualified person was required, we needed to ensure they were on the ground ready to respond

immediately. We couldn't afford to wait for someone to hop on a plane and come from elsewhere.”

“Stulz came in, helped set the units up and assisted with all the internal connections. As far as Stulz is concerned, they certainly provided an extremely high level of service. And because Stulz is a private company that develops its own software, we know we can talk to them and bounce ideas off them, and that sometimes those ideas will end up in the product. That's not often the case with some other manufacturers.”

From start to finish, the entire fit-out of Level 7 of Global Switch's Sydney data centre took around four months.

The longevity and stability of the relationship between Stulz and Global Switch has delivered many benefits to both parties. For Global Switch, tapping into Stulz expertise globally has proven to be a cost-effective alternative to recruiting local vendors. But perhaps the biggest gain has the knowledge that the Stulz system is delivering real business benefits in terms of functionality and on time delivery.

“Indeed, we look forward to being able to drive ongoing improvements and working with this flagship organisation and its team of highly qualified experts to build on the success achieved to date and drive mutual business success moving forward,” says Jakovcevic.