



Michael Maus  
Chief Operations Officer @ DATA4 Lux

**Power to the Cloud Conference 2013**  
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# EUROPEAN **DATACENTER** & COLOCATION PROVIDER

Our **services** are delivered  
from one of the **world's**  
**safest places, Luxembourg,**  
in the **center of Europe.**



# Mission

we care – we think – we deliver



***“DATA4 delivers to its clients flexible, business-critical DC collocation services, improving their productivity, security and operating efficiency.”***

## Focus areas

1. Data Center Infrastructure
2. Data Center Operations
3. Data Center centric IT Services (incl. Cloud)

# DATA4 Group Footprint



*DATA4 Group to expand its operations into a fourth country in the 12 last months*

## Luxembourg / Benelux

### DATA4 Luxembourg

- DC Cloche d'Or: 750sqm
- DC1 Bettembourg: 975sqm
- DC2 Bettembourg: 1,300sqm

## France

### Marcoussis

- 33,000 sqm total space, of which 13,000 sqm are computer rooms occupying 7 buildings

### Aubervilliers

- Acquisition of a land to develop 7,500 sqm of technical space

## Switzerland

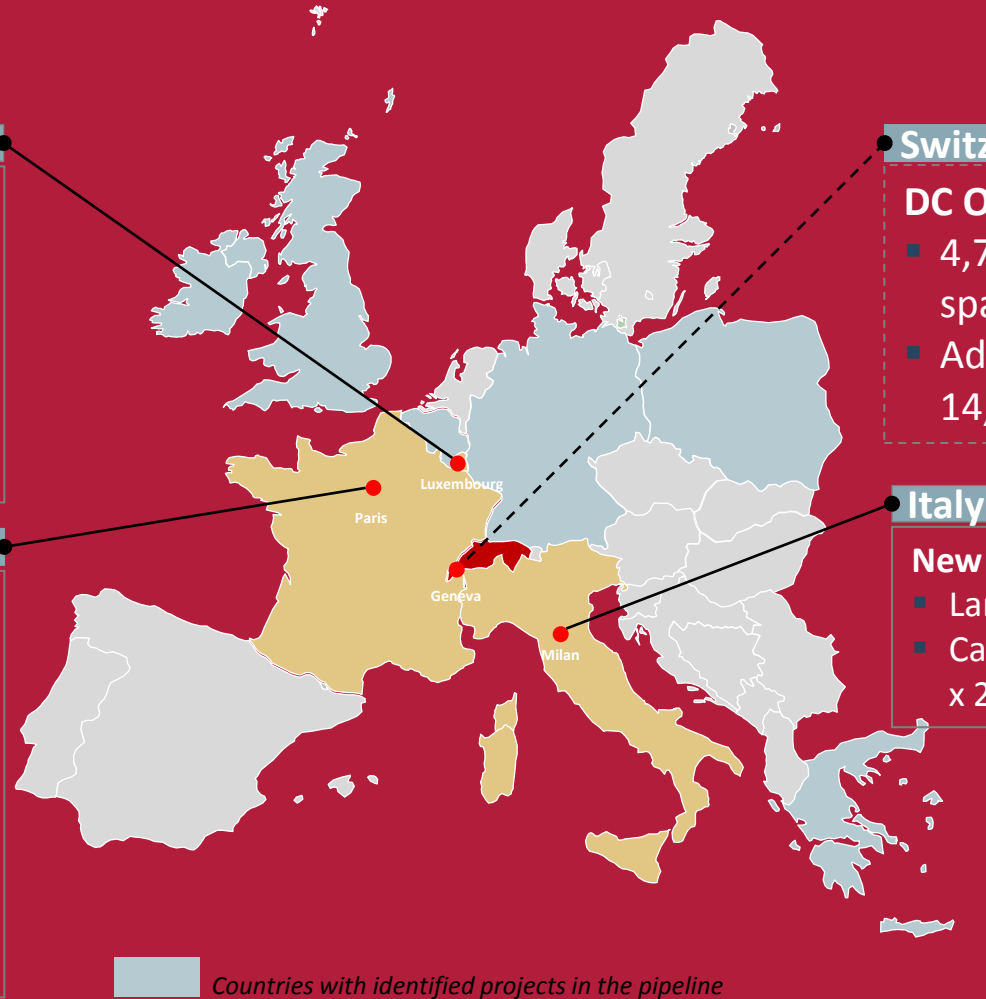
### DC Operator

- 4,700 sqm of technical space in Geneva
- Additional capacity: 14,400sqm in Gland

## Italy

### New DC Campus in Milan

- Land: c. 80,000 sqm
- Capacity to build up to 10 x 2,000 sqm data centers



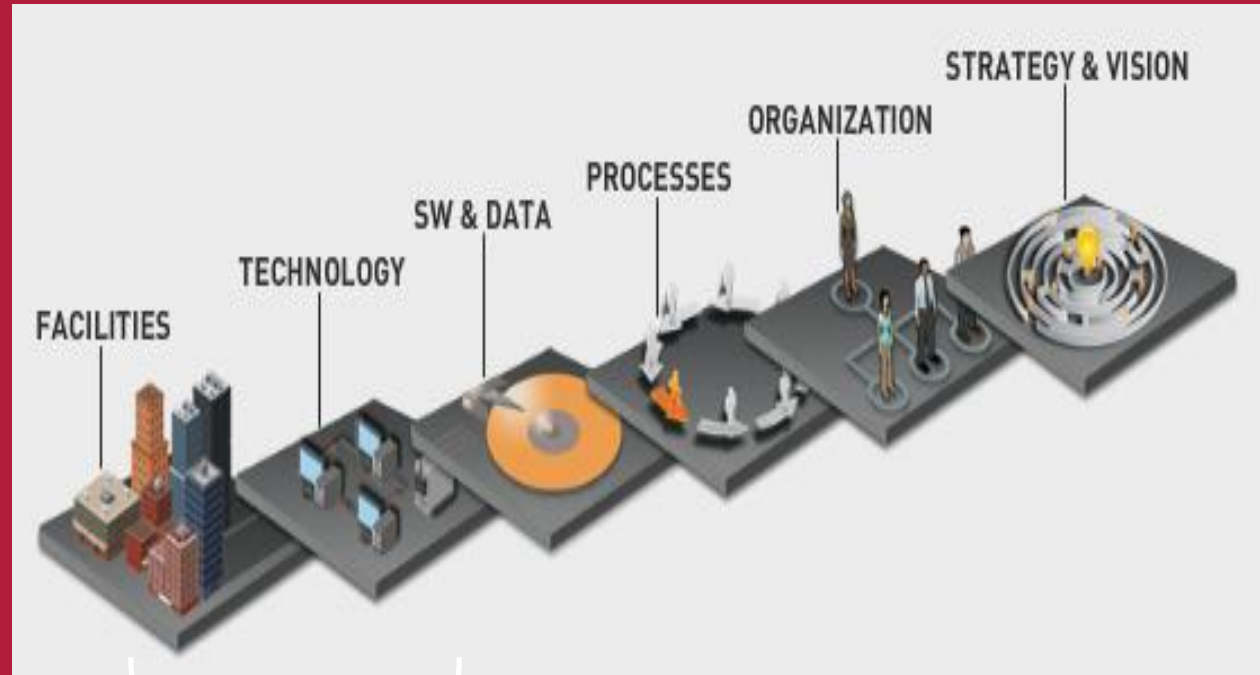
**A European team of c. 50 people with c. 21,000 sqm of DC rooms in operation and additional capacity of c. 42,000 sqm on top of Marcoussis land bank**

# DATA4 Group Added Value layers



We deliver to our customers valuable, flexible, business-critical data centre and cloud infrastructure and related services, improving their productivity, security and operating efficiency.

We adhere to the stringiest quality and security requirements.



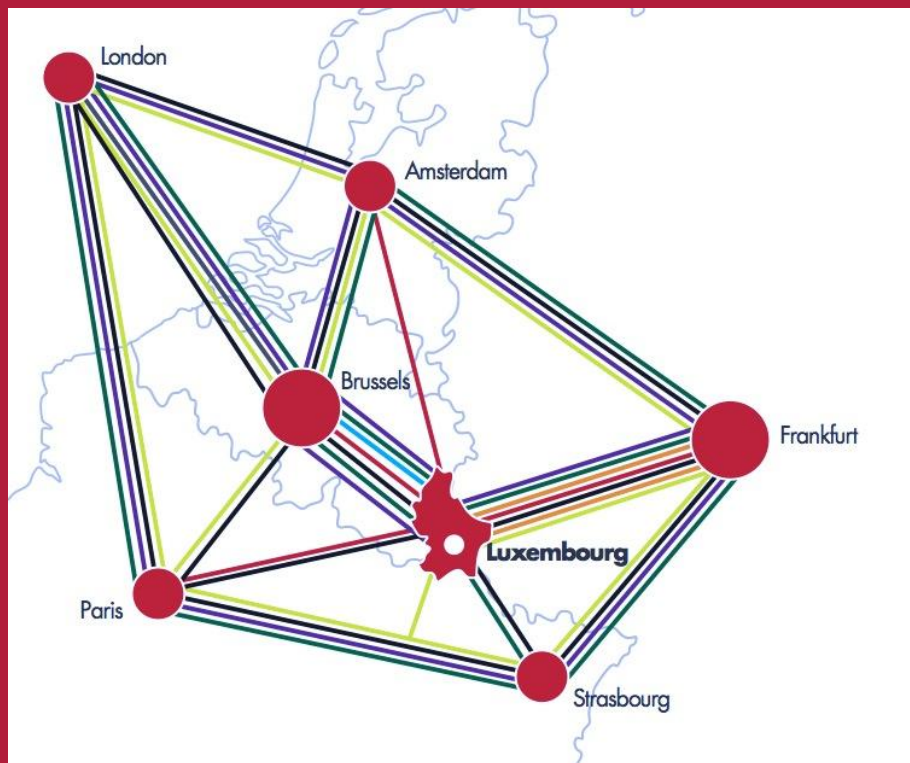
## DATA4:

- DC services
- Cloud services

## Partners:

- SW & Data
- Processes
- Organization
- Strategy & Vision

# DATA4 is Carrier Neutral



**DATA4 Luxembourg** carrier independent network to the major European peering points with Internet services and GigE from 1 Gbit/s to 40 Gbit/s.

## Luxembourg to Latency

Amsterdam	5.50 ms
Brussels	3.00 ms
Frankfurt	3.75 ms
Paris	4.75 ms
London	8.00 ms
Strasbourg	4.00 ms

- Cegecom (by Artelis)
- Cogent Communications
- Level 3
- **DATA4 Luxembourg**
- Telecom Luxembourg Private Operator
- Teralink (by P&T Luxembourg)
- Verizon

- BICS
- British Telecom
- Cegecom
- Cogent
- Colt
- EPT
- EuroTransit
- Hibernia
- Inexio
- KPN
- Level3
- LOL
- Orange
- Solido
- Telecom Lux
- Verizon

**PLUS ALL operators present on the Luxembourg Commercial Internet Exchange (LU-CIX) hosted in our DC in Bettembourg.**

# Service Offering Overview



## Data Center Operations

- Infrastructure operational management
- Preventive and corrective Maintenance
- Work order management
- Incident management (trouble ticketing)
- Availability management
- Test management
- Asset management

## Data Center Infrastructure

- Multi-Tier DCs ( Tier 2, 3 and 4)
- All Telcos available
- Up to 99,9995% SLA
- High density racks up to 40 KW/rack
- Private cages and DCs

## Client's operation support

- Project management
- Delivery management
- Configuration setup & support
- Problem management
- Change management
- Capacity management
- Continuity management
- Supplier management

## Cloud Services

- Infrastructure as a Service
- Platform as a Service
- 24 x 7 support



# Customer Study:

## Why we have chosen APC / Schneider Electric for our Data Center and Cloud Services



# Strategic Partner DATA4 and APC / Schneider Electric



- Since 2005, strong collaboration for mission critical infrastructure in T3+ and T4 DC's using StruxureWare solution
- 2005: 10 cabs @ 5kW
- 2008: 60 cabs @ 5kW
- 2009: 170 cabs @ 5kW, upgrade concept “to 10kW within 20 days”



# Strategic Partner DATA4 and APC / Schneider Electric



Today, we supply to the our international customers:

- 2.2 MW InRow-Cooling (T3+/T4)
- Medium, High and Ultra high density solutions for cabinets from 2kW to 50kW
- Several hundreds of APC cabinets
- RMPDUs and Inline Current meters
- Environmental monitoring (temp/hygr/smoke)
- DCE V7



# Power to the Cloud?!

- The majority of our customers are Cloud Services providers (IAAS/PAAS/SAAS)
- DATA4 runs its own Cloud IAAS for international customers, creating a soft-landing solution for non - European projects ([www.europe4startups.com](http://www.europe4startups.com))
  - .... And all is powered by StruxureWare technology

# Why is APC / Schneider Electric our Primary Partner in Luxembourg?



## /We do business as partners/

- “APC to Schneider” Migration (Germany to BeLux Challenge)
- European and also Regional Support  
(special thanks to Cédric CLAEYS, Country Sales Manager Luxembourg)

## /The best solutions, ahead of others/

- Quality of gear and people
- Value of solution
- Strong focus on Manageability (DCE)
- Solutions for “everything”

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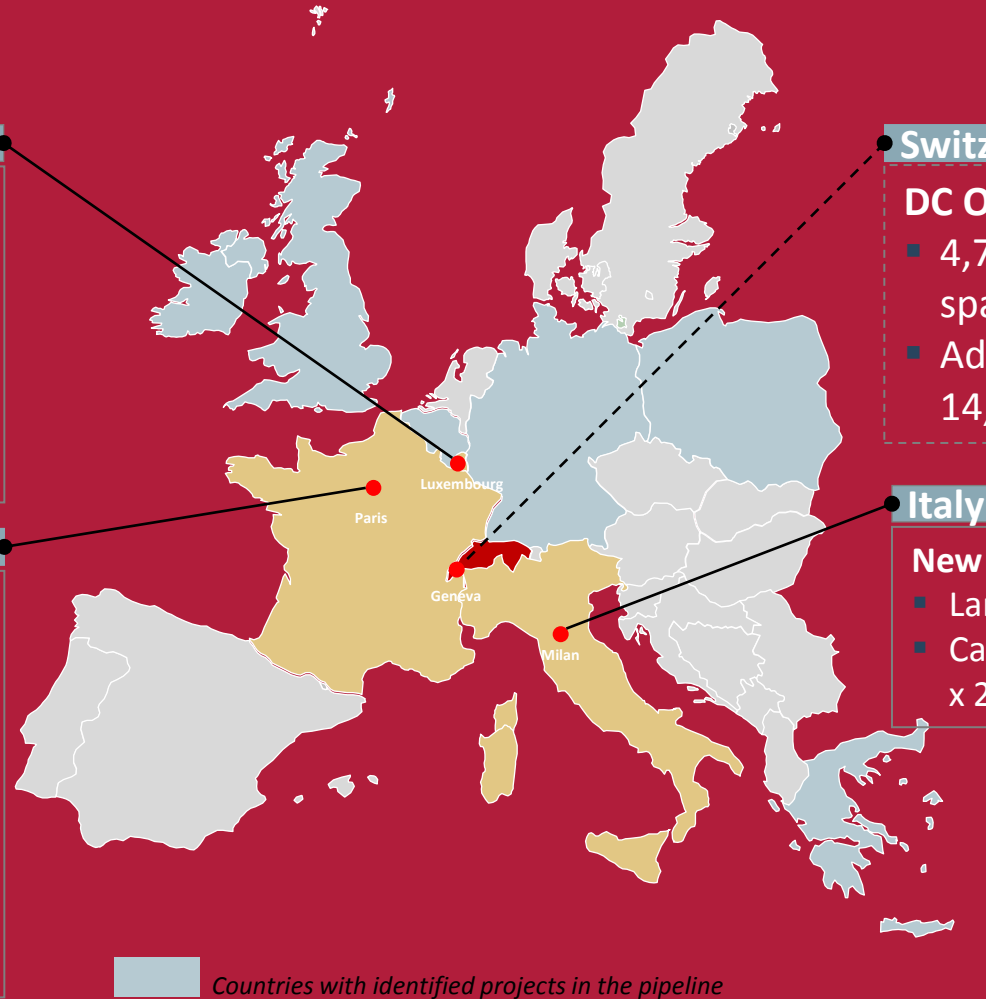
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