

## INDUSTRY VIEW

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# Sachin Bhardwaj

## SELECTING YOUR STRATEGIC DATA CENTRE PARTNER



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**>> Sachin Bhardwaj, eHosting DataFort, director, Marketing and Business Development, says the right selection of a data centre is a blend of auditing tangible metrics.**

Every data centre has its share of strengths and characteristics that is the sum of its capital investments and innovative way of operations. An end user customer wanting to select a data centre that meets its requirements in terms of availability and reliability must be ready to go down both the paths of assessments. What should you as a customer look for in your data centre partner? Below are some important categories for assessment:

### CERTIFICATIONS

Third party certifications can help end user customers gain confidence in the publicly available credentials of a data centre. As an example, the Global Data Centre Authority, Uptime Institute's Tier Standard offers four grades I, II, III, IV in the areas of constructed facility and operational sustainability. If a data centre is compliant and graded for its constructed facility it becomes eligible to be certified for operational sustainability.

### LOCATION

The location of the data centre is one of the most important single factors that can influence its selection. Is the data centre located in a region of extreme weather change susceptible to large scale changes of wind, rain, and snow? These can frequently limit movement and activity. Or is the data centre located in a region of geologic activity with frequent tectonic movements that can stress the building structures?

What is its distance to the nearest highway, urban city, airport, nuclear plant, important infrastructure, that needs to be balanced in terms

of remoteness, accessibility and proximity as required?

### DESIGN

An important attribute inside a data centre is not just how much existing equipment is stacked and how it is stacked, but also how new equipment will be stacked and configured. What are the options available to bring in new equipment in terms of individual cabinets, cages with racks, data modules and private rooms? And once decided how the equipment will be stacked and configured, what is the availability of power and cooling per square area of space leased.

Does the data centre follow raised floors and cooling below with equipment racks directly secured to the concrete floor slabs?

Lastly, what is the availability of temporary office space when employees from end-customer organisations are expected to function on-site.

### CONNECTIVITY

The best advantages for an end user customer are when the data centre offers the choice of network connectivity from multiple service providers and from multiple landing points. This allows the end user customer to become less susceptible to latency issues that may arise from time to time with specific providers and through specific routes.

The ideal situation arises when the data centre provides direct connectivity to service providers they are contracted with. As well as the option of bringing in other service providers on demand without any specific preferences or bias towards

any of them. This is sometimes referred to as carrier neutrality.

### OPERATIONS

Auditing the physical attributes of a data centre is usually one side of the selection process. The other side is the human audit. How well does a data centre go to reduce human errors? Data centres compliant with Tier III and Tier IV levels have redundant and fault tolerant capacities inbuilt and hence should rarely have any downtime. But data centres compliant with Tier I and Tier II levels will need to go through planned downtime and will need to actively manage their service level agreements accordingly. A data centre is also a business and the stability of the business model, shareholders, and profitability is an important part of the consideration.

### OTHER FACTORS

Physical security is an integral part of the operations with varying degrees of importance for every data centre. This usually includes surveillance, biometrics and two factor authentication. Similarly, commissioning and maintenance of critical equipment is an important operational procedure. This covers end of life replacement, selection of new equipment, and incorporation of redundant equipment.

Critical equipment is usually UPS devices, generators, switchgear, chillers, utility connections, control monitoring systems. Another key aspect is the presence of data centre infrastructure management that can alert when there is a reduction in planned availability and reliability in real time. ■

*The views expressed in this article are Sachin Bhardwaj's own opinions and not necessarily those of Channel Middle East magazine.*