

# Kao Data provides ServerChoice with a hyperscale-inspired home for their enterprise clients

Kao Data's first data centre – KDL1, was under construction when first visited by Mark Boost, CEO at ServerChoice in 2017, but the design and early campus structure made a big impression.

**"It was a building site when we first visited" he says, "but even at this stage, we were really impressed."**

**Today, Kao Data is a state-of-the-art facility powered by 100% renewable energy, and featuring a number of data centre 'firsts' in terms of its design and engineering.**

Ideally positioned within the UK's Innovation Corridor, in close proximity to both London and Cambridge, Kao Data offers hyperscale-inspired levels of efficiency. Recognising this, KDL1 - the first of four data centres on the eventual 40MW campus - was awarded BREEAM "Excellent" by BRE, and became the UK's first data centre to be certified OCP-Ready® by the Open Compute Project in 2018.

ServerChoice is itself a leading provider of data centre solutions and managed services, including retail colocation, cloud hosting and IaaS. The company has grown rapidly since 2008, establishing two popular data centre locations of its own in Hertfordshire and serving international organisations of all sizes including Deutsche Telekom and Visit Britain. They have a track record of successfully winning business away from larger, legacy providers in-and-around London by focusing on the customer experience, providing the highest levels of security and a continual push to modernise, innovate and drive new client services.

## The Challenge

To upgrade on one of their existing data centres, ServerChoice needed a modern, secure and scalable facility to serve its growing customer base. This would continue to provide a second site for customers wanting to diversify their hosting, and at the same time build solid foundations from which to expand their colocation services.

Site selection was key and finding a low-risk location for their second facility which offered good, diverse connectivity options back to their primary site was crucial. ServerChoice looked at data centres in London but found them either cost prohibitive or based on older, inefficient legacy designs.

They needed the facility to offer the highest levels of Tier 3 architecture and be operated by a provider that shared their customer-focused approach and one they could build a strong working relationship with.



## The Solution

Kao Data met ServerChoice's requirements in terms of location, technical excellence and customer-first philosophy. Procurement of multiple Technology Cells within the KDL1 facility has given ServerChoice the customisable facilities needed to meet their customers' needs, providing them with truly world-class colocation, a guarantee of 100% uptime and hyperscale levels of energy efficiency resulting in a PUE of 1.2.

**"We chose to work with Kao Data because they're founded on innovation, and that matches our aspirations," says Mark. "Legacy data centres can't compare with the power infrastructure, cooling system, security and sheer scalability at Kao Data."**

From this start, a strategic partnership has evolved between the two companies – with ServerChoice becoming the dedicated retail colocation and managed services partner across the campus. The collaboration has now come full circle with ServerChoice's skilled technicians now supporting Kao Data's wholesale colocation customers with remote and safe hands support.

## The Results

### A facility that sells itself

Delivering their services from Kao Data has enabled ServerChoice to meet customer needs more comprehensively and win new business more easily. "I'm happy when I can create a great first impression," says Adam Bradshaw, Strategic Account Manager at ServerChoice. "For our clients, the campus is impressive, and the data centre ticks all the boxes. The facility never fails to impress our clients."

### Enhanced service offering

Thanks to the hyperscale-inspired features at Kao Data, ServerChoice has won new customers with high-density requirements, which legacy data centres can not accommodate. "Being designed for advanced computing was really important for us," says Adam. "Wide access suites, 2.5 tonne capacity lifts, slab flooring – it all helps to make our offering future proof."

### Mutually beneficial partnership

ServerChoice and Kao have formed a strategic partnership that expands both companies' offerings. The partnership was possible because the two share a customer-first philosophy. "The people at Kao Data always go above and beyond," says Adam. "They're always very approachable and whenever we have something we need their assistance on, they're always on-hand to help us."

## Future Outlook

With the partnership well established and a solid foundation provided by their Technology Cells on campus, ServerChoice is now focused on increasing their already impressive array of innovative services and solutions to their customers. This underpins their 'data centre of the future' approach to build a first class data centre ecosystem for their clients.

**"Our goal is simple - to re-invent what people have come to expect from many legacy data centres, by raising standards dramatically and pushing the limits of innovation," says Mark, "and to achieve that, we'll be working closely with Kao Data as we expand and explore new opportunities."**