

# We wanted data centre efficiency – naturally



## We got it!

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**Adam Spindler** Energy Savings Trust

### Business challenge

Increasing data volumes and complexity

Need for business continuity and disaster recovery planning to ensure uninterrupted service

Diversification and growth of business – opening of regional centres

Meet green requirements

### adapt solution

Secure colocation and internet access solution

Initial provision of six racks in **adapt**'s Goswell Road data centre

Now provides a private caged area in **adapt**'s Goswell Road facility, housing six cabinets and a further cabinet in its Brahm Street facility for resilience, as well as connectivity at additional sites in Ireland, Wales, and Scotland

Provision of expert consultancy and ongoing technical support

### Business value

Peace of mind that data is secure and managed

Robust disaster recovery procedures

Freeing up of valuable space, capacity and resource

### Overview

In 2003, The Energy Saving Trust (EST), a non-profit organisation promoting energy saving in the UK, approached **adapt** to provide a secure colocation and managed networking solution. EST looked to a data hosting solution in order to improve security and to maintain an always-on, uninterrupted service. They also wanted to free up valuable space whilst obtaining greater bandwidth and capacity to support their immediate requirements and future growth. An additional major driving factor in the switch to colocation was that EST were keen to avoid the time consuming maintenance and power and cooling costs associated with hosting their own data centre equipment.

As a government organisation, EST requires its suppliers to meet a strict criteria, from both a business and a green standpoint, and employed a rigorous selection process before choosing **adapt**.

EST recognised **adapt**'s, value offering as one of the market's only independent providers – offering expert consultation and delivering a flexible and scalable solution using the industry's best technologies, rather than being tied to one technology provider.

“We chose to work with **adapt**, due to their high standard of service delivery and open and transparent way of working with their customers.”

**Adam Spindler** EST

### Business value

“We’re delighted with the service **adapt** has provided – not least because, as an independent provider they were able to offer the best choice of data centre services and technologies for us – creating a bespoke solution, rather than being tied to one supplier. Furthermore, because of **adapt**'s multiple customers, they benefit from economies of scale and can negotiate better deals with suppliers – meaning that we enjoy better prices than we could by going it alone.

“In addition to the obvious benefits of a colocation solution – the freeing up of valuable space and capacity – **adapt** has quite simply taken the headache of data centre management away from us. For us, the management of data and internet access should be a hygiene factor of our business – it should be happening behind the scenes. Working with **adapt**, we're safe in the knowledge that our intellectual property is secure, leaving us to do our day jobs.”

**Adam Spindler** EST

Five years on, EST continues to work closely with **adapt** to make the most of their hosted data centre space, support their growth and, as the relationship has developed, embrace new technologies such as virtualisation and other managed services.

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