

## Nominee: DAMAC

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### **Nomination title: Excellence in Data Centre Services Award**

The DAMAC Structure is a new approach to data center infrastructure design that affords greater speed, agility and scalability while reducing costs. Self-contained, modular components are delivered to your facility as freestanding units that can be assembled rapidly. As a result, the DAMAC Structure enables you to reduce the time and cost associated with data center buildouts, and create an environment that is consistent across your facilities, yet responds to changing requirements. DAMAC is a pioneer in the development of modular structures for web-scale IT environments. The company developed its first structure in 2009, and has evolved the modular structure concept to meet the changing requirements of high-density data centers.

Data centers are expensive to run and operate, which makes reducing costs and increasing efficiency a priority for operators. The DAMAC Structure is a cost-effective solution – it's easier to maintain optimum operating temperatures, creating a better, more efficient use of cooling systems, which lowers energy costs for business owners.

DAMAC uses its industry knowledge to provide multiple variations of server racks per project, to ensure its clients' data centers get exactly what they need, and nothing that they don't. In addition, DAMAC continues to evolve along with the IT industry, applying its knowledge and experience to deliver data center infrastructure products that precisely meet the needs of our customers.

DAMAC's clients are able to rely on the expertise of its engineers to provide thought leadership on even the smallest of details. Through collaboration on forward thinking solutions and having the ability to make adjustments as quickly as they are needed, both the DAMAC engineer and client always have a smooth building process.

All DAMAC products meet rigorous standards of quality control, conform to EIA specifications and are backed by a solid 10-year warranty. And because we maintain complete control over the manufacturing process, we are able to provide just-in-time delivery of the strongest, most durable server rack products in the industry.

DAMAC's modular structures incorporate tubular steel construction and fabricated brackets to create a highly flexible yet durable system. DAMAC's tubular steel construction provides



horizontal as well as vertical strength, and 20 percent more usable space than competitive products.

The DAMAC Structure's quick-connect system and adjustable channels and tracks make modifications simple. Customers can choose just the cabinet anchoring and aisle-containment structure, add the cable routing structure, or go with a complete system that includes the power distribution busway. Third-party components can also be incorporated into DAMAC's prefabricated system.

### Why nominee should win

DAMAC has been able to change the width, depth, color and other specifications to meet the requirements of different facilities and applications. DAMAC can also produce fully customized solutions to the customer's specifications in about six weeks — the fastest turnaround time in the industry. DAMAC provides expert engineering services free of charge and builds all of its products in the U.S. with 100 percent control.