Nominee: 4D Data Centres Ltd

Nomination title: Excellence in Data Centre Services Award

4D Data Centres is an independently owned UK data centre operator, who has provided colocation, cloud and connectivity services to organisations around the world for the past 10 years. With data centres in both Gatwick and Byfleet, customers can enjoy technical facilities located both inside and outside of the M25 - both of which benefit from sub 1-millisecond latency into central London.

With over 70% of 4D's staff dedicated to technical support, incredible service sits at the forefront of 4D's value proposition. Along with celebrating its 10-year birthday this year, 4D are able to celebrate a decade of power uptime, having never dropped the critical load in either data centre.

4D's distinguishing features can be summarised in 6 categories:

- Migrations: the premium service offered by 4D includes both small and large-scale migrations into the 4D Cloud. Their technical team works side-by-side with customers helping them migrate from existing infrastructure with live users present. To avoid any issues or unforeseen challenges, 4D carry out vigorous testing, setting up test environments to ensure a seamless migration with no downtime.

- Compliance: because 4D provide services to the NHS and other Public Sector organisations, their certification portfolio is of a commensurately high standard. All companies who host with 4D therefore benefit from the same level of security assurance as governmental departments without the additional costs. Certificates include:

o   **ISO 27001 – Information Security**

o   **Public Service Network (PSN)**

o   **On Health and Social Care Network (HSCN) / N3 (NHS) network**

o   **PCI:DSS compliance**

- Support: along with over 70% of 4D's staff being technical engineers, who are available 24/7, 4D also allocate dedicated account managers to every customer - regardless of size. This single point

of contact works tirelessly to ensure clients avoid any unforeseen issues, and are on hand to combat any issues.

- Availability: in its 10 years of operation, 4D Data Centre have consistently upgraded its power and cooling capacity in alignment with market demand to ensure no client requirement goes unfulfilled. Throughout these 10 years, 4D have provided 100% power availability all its data floors.

- Security: for NHS, financial services and legal sector clients, a data centres physical security is a high priority. 4D's biometric sign-in, mantrap entrances and 24/7 security offers peace of mind that their equipment, and (more importantly) data is in safe hands.

- Being Green: In the same way that 4D is constantly pushing the technical boundaries of their core network, they are always on the lookout for new technologies to improve the efficiency of their data centres. Green innovations installed in 4D data centres include:

o   Early adopters of fresh-air and adiabatic cooling technology, giving an all year average PUE of 1.14

o   Cold aisle containment as standard in all data centres

o   Blanking plates and floor grommets in all racks

o   State of the art UPSs with line-interactive / 'Smart Active' efficiency of up to 98,5%

o   High intensity, low energy LED lighting throughout the building

o   PIR-activated lighting in halls and walkways

New Services

2017 was a memorable year for 4D. On top of introducing new services such as DDoS protection and Content Delivery Network (CDN) to their service portfolio, they officially launched their new data centre in Crawley, Sussex, named '4D Gatwick' (4DG). This Tier-3 level facility adds over 10,000 square feet of technical space to 4D's offering, as well as 3MVA of power with dual feed rack power and UPS protection (A+B paths) as standard and each rack footprint able to utilise 7kW.

Utilising an innovative cooling system to drive a highly efficient facility, 4D are using a leading edge plate heat exchanger and cooling tower solution in 4DG. This along with cold aisle containment (as standard) allows them to minimise their environmental impact, with the intention of achieving a similar PUE to their Byfleet data centre – one of the best in the industry.

Not only do 4D drive technical capabilities, but their customer service and experience when visiting the data centre is a crucial part of their offering. Providing comfortable break-out areas, with a well-stocked kitchen for those longer maintenance or transition periods.

Being situated less than 10 minutes from Gatwick airport, 4D Gatwick is conveniently located for international businesses (who typically want to provide low latency services to customers in the UK and EU) to be able to fly in for the day for maintenance or upgrades. 4D even offers a free taxi service to and from the airport to their data centre.

Quotes from customers

"They don't just feel like a supplier, we feel that 4D are an extended part of our IT team. The team works closely, diligently and intelligently with our in-house tech staff, addressing and solving issues quickly together before they become a real problem. 4D are flexible and understanding; we are delighted with the service they provide."

Nick Hales, Chief Technology Officer at Whitespace.

Why nominee should win

- 4D has celebrated 10 years of power uptime, having never dropped the critical load in either data centre.

- All companies who host with 4D benefit from the same level of security assurance as governmental departments without the additional costs.

- 4D were Early Adopters of fresh-air and adiabatic cooling technology, giving an all year average PUE of 1.14.

- Over 70% of 4D's staff are dedicated to technical support, and each company gets a dedicated account manager.

- **In 2017, 4D opened a new data centre which added over 10,000 square feet of technical space to its portfolio.**