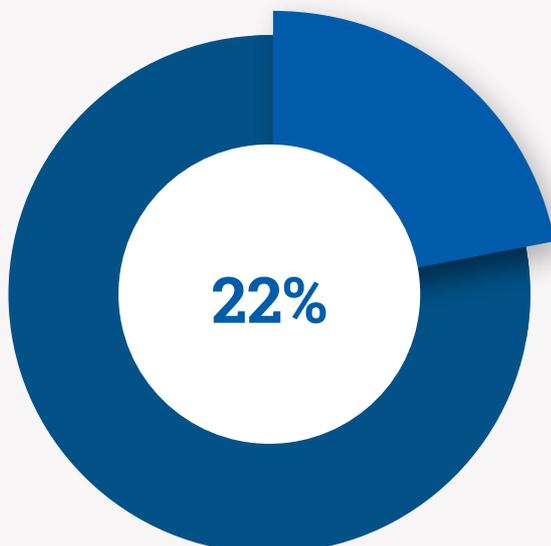


High Density High Security Data Centres

As we enter a new age of information technology, secure and resilient IT systems have become vital to the growth of corporations, education providers, banks, governments, and small to medium businesses alike.

Data, in particular, is being consumed and generated at higher rates than ever before and has become a precious asset to many companies. Protecting data, as well as utilising it, is now fundamental to success.

Analytics, Database and IoT workload by 2020



High performance computing is no longer exclusively the domain of the conglomerate or mega-corporation, with estimates showing that by 2020, analytics, database and IoT workloads will account for 22% of total business workloads¹.

With such a vast amount of information processed online, businesses are placing higher demands on their servers and IT resources, and increasingly looking to third-party data centres to support continuous growth and enhance productivity.

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There is real opportunity for businesses to gain significant competitive advantages through high-performance computing. High-density data centres can provide serious efficiency gains without an equally high price tag.

Gregory Medwell
National Data Centre
Services Manager

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Until recently, corporate server rooms have traditionally been located on-site. However, as more and more companies experience increasing demands on resources, the limitations of server rooms have resulted in a shift away from on-premises hosting, and a move to data centres to ease efficiency woes.

The workload involved in maintaining your own server room is a major drawback to many businesses, and the costs of investing in and managing on-site servers can be significant. Keeping your network local presents a major challenge to expanding businesses who require offsite networking capabilities, and other limitations in terms of physical space requirements, scalability to support growth, and maintaining ageing and depreciating hardware assets have seen businesses move away from on-site hosting.

Data centres are fast becoming the go-to solution for businesses seeking a cost-effective, highly efficient and more environmentally friendly way to store their valuable data. They are not only capable of supporting vast quantities of data, but they are well-maintained and highly secure, minimising your risk of downtime or data breaches.

For industries such as banking and education, where large amounts of sensitive data are constantly being generated, the efficiency and security offered by data centres make them the natural choice. However, when choosing a third-party data centre, keep in mind that not all data centres are created equal.

In the past, data centres capabilities were determined by physical size over density. With computer processing trends suggesting that processing power will double each year for the foreseeable future, the capabilities of older, lower density data centres can quickly become stretched.

Many of these data centres were designed to support power consumption, measured in kilowatts, of between 2 – 5kW per cabinet. This presents a challenge for lower density data centres when scaling up, as they require more physical space to support additional racks and can quickly grow unmanageably large. When factoring in the additional expenditure of supplemental cooling requirements, higher costs of real estate, and greater operational costs, low density data centres run the risk of becoming financially unviable.

Today, the amount of data a centre is able to support is determined by density.

By increasing the available kW per cabinet, high density data centres are able to provide greater performance to clients without needing to take up additional space.

High density server racks are more expensive than low density ones, but the savings in real estate and overall operational costs generally offset the additional expense, make high density data centres the more financially stable option.

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Our high-density data centres have been intelligently designed to support the next generation of IT infrastructure. This ensures our data centres will remain competitive and able to align with new technologies well into the future.

Gregory Medwell
National Data Centre
Services Manager

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While data and data centres may not be something most give much thought to, they are the framework on which many businesses are built. In a digital world, server downtime can have far-reaching consequences – everything from automatic payments, student work submission and communication through email and other digital platforms can be impacted, while customer satisfaction and business reputation can be negatively affected.

The risks to businesses when data isn't properly secured are greater than ever before, with legislation around data breach notifications introduced in February 2018.

This legislation includes civil penalties of up to \$340,000 for individuals and up to \$1.7 million for businesses, along with the payment of compensation for damages or other remedies², for those who fail to correctly notify affected customers of any data breaches involving their personal information that might result in serious harm.



At Interactive, our dedicated, high density data centres are built for serious computing power. Featuring the latest in technology, power and environmental systems, our data centres have an uptime rating across the floor space of 99.98%, with an actual DC uptime of 100%, providing virtually uninterrupted performance.

We offer the latest in cooling technology with N+1 hot aisle containment systems, and our onsite experts provide Remote Hands, technical advice, project management, equipment relocations and installations. Our data centres are highly secure, with critical infrastructure under continuous surveillance by environmental and Building Management Systems (BMS), CCTV cameras monitoring all critical access points, and racks securely locked and only accessible by security and the data centre team.

Get in touch to learn more about the benefits of data centres for your business, or book a tour of our premium facilities today.

1. Cisco's 7th Annual GCI forecast

<https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>

2. OAIC Resources

<https://www.oaic.gov.au/privacy-law/privacy-archive/privacy-resources-archive/data-breach-notification-a-guide-to-handling-personal-information-security-breaches>