



*“The FlexMove™ and FlexPower™ initiatives from ServerChoice really made them stand out from the competition. Not only did they reduce the number of cabinets required, they also saved us money on our power consumption going forward.”*

Paul Hooper, Infrastructure Manager, DTUK

## COLOCATION

### CASE STUDY: A FLEXIBLE APPROACH TO DELIVERING A SECURE, RELIABLE DATA CENTRE SOLUTION WITH REDUCED COSTS

#### CLIENT SUMMARY

##### DEUTSCHE TELEKOM UK Telecommunications operator

- UK’s largest mobile operator
- 22 million UK customers
- £48 billion turnover worldwide
- 220,000 staff worldwide

*“ServerChoice offered us more than a state-of-the-art data centre; their friendly and flexible approach gave us the confidence that we were building a lasting relationship.”*

Hendrik Dau, Head of Operations, DTUK

#### TRUSTED PARTNER

With revenues in excess of £48 billion, Deutsche Telekom is one of the world’s leading telecommunication companies. A reliable data centre partner is therefore critical to successfully maintaining their trusted position within the industry.

Reliability and performance combined with security are paramount considerations for UK network operators. These factors have become increasingly important since establishing the brand EE – a joint venture between Deutsche Telekom (T-Mobile) and France Telecom (Orange), creating the UK’s largest mobile operator with around 22 million customers.

#### REASSURANCE

With their existing data centre contract approaching expiry, Deutsche Telekom UK (DTUK) tendered for a new colocation provider. The search was focussed on finding a trusted partner who could deliver not just a reliable data centre, but who could also provide an approach that was flexible and more in tune with DTUK’s needs. ServerChoice’s unique approach to colocation enabled them to successfully secure the contract with DTUK – against very stiff competition.

A tour of ServerChoice’s state-of-the-art, high-security data centres provided DTUK with the reassurance that they were dealing with experts in reliability, security and performance. Infrastructure aside, a key consideration in DTUK’s decision to choose ServerChoice was the upfront consultations with ServerChoice’s in-house experts. They helped DTUK develop a plan to halve the number of racks required, dramatically reducing their overall costs.

#### FLEXIBLE SOLUTIONS

As part of these consultations DTUK opted to use ServerChoice’s **FlexPower™** and **FlexMove™** solutions. FlexPower™ allowed DTUK to greatly reduce their power costs by aggregating power usage across all their racks and switching to a usage-based payment model, paying only for their actual kilowatt/hour usage.

The FlexMove™ service enabled DTUK to take advantage of a free, professional relocation to ServerChoice’s data centre; it also provided free consultations with ServerChoice’s project managers and IT consultants to ensure a smooth transition. Another element of the FlexMove™ service was ServerChoice’s configuration of DTUK’s racks to their exact specification, including intelligent PDUs, cable management and a custom configuration of fibre and copper patching. In addition, ServerChoice provided temporary network equipment to DTUK, meaning services remained live during the data centre relocation.

Overall, ServerChoice have delivered a solution for DTUK that is first and foremost secure and reliable, with a guaranteed level of uptime. At a time when DTUK required a minimal disruption to live services, ServerChoice’s FlexMove™ and FlexPower™ services delivered a successful data centre migration and reduced power costs. Furthermore, live power usage statistics per rack allow DTUK to make more informed decisions on their IT infrastructure going forward.



*“Security was a key consideration for us and it was reassuring to see that ServerChoice shares our priorities. The proof is there not just in their infrastructure, but in their whole way of working. It’s a cultural thing for them and great peace of mind for us.”*

Paul Hooper, Infrastructure Manager, DTUK



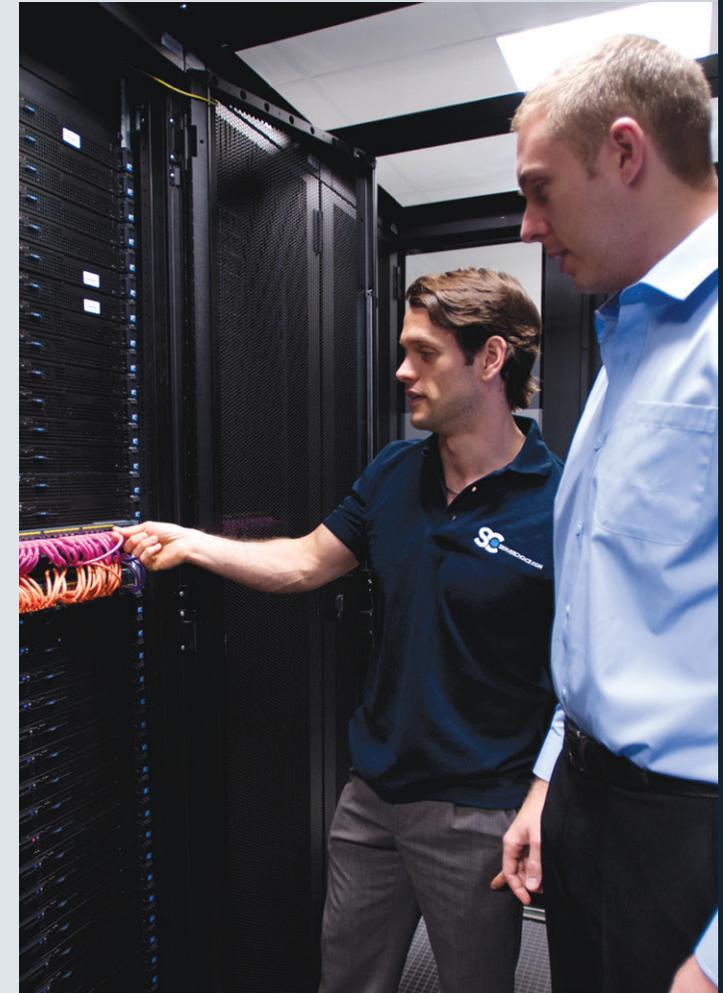
## SPECIFICATION

- Secure and reliable UK data centre
- Multi-homed, resilient and BGP-routed network
- High-density racks
- Intelligent PDUs
- Customer fibre and copper deployment
- FlexPower™ and FlexMove™

## SUCCESS

- Flexible approach to billing, reducing costs by over 50%
- Higher-density rack solution, which halved number of racks required
- Live migration of data centre with zero downtime
- Hands-on approach throughout the project
- Live power usage statistics per rack
- On-going access to ServerChoice’s consultancy services

T. 01438 342 475  
E. [info@serverchoice.com](mailto:info@serverchoice.com)



If you’re thinking about moving your IT to a new Data Centre, talk to ServerChoice and discover how we can help ensure a smooth migration.