

From: The Colocation Exchange <tim.anker@colo-x.com>
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To: Tim Anker
Subject: News from The Colocation Exchange



COLO-X

November 2014

The Colocation Exchange Newsletter



Contact [Tim Anker](#)

Dear Tim

I hope you had a great summer and business is going well for you towards the end of 2014.

Its been over six months since the last Colo-X Newsletter so an update on our activities, views and perspectives is long overdue.

Colo-X is 10 years old!

2014 is quite a year for Colo-X - we're 10 years old! It was 2004 when I left Band-X to branch out on my own, establishing both Colo-X and sister company Crosspoint Colocation, having first cut my teeth in the industry when I joined Band-X in 1999 after 14 years in the City. If you want a small anecdote my first ever colo deal was putting Eircom into 111 8th Avenue in Manhattan, with an operator (Extranet) that has long since been acquired by Equinix (through about two prior acquisitions)! Without doubt what I've enjoyed so much about this industry over the past 10 years has been the people I've had (and still have) the pleasure to work with - and I'm still in touch with both the buyer and vendor involved in that first ever deal, as of course I am with most of the participants in my various (and varying) transactions over the past ten years.

Positive year in 2014

I'm pleased to report both Colo-X and Crosspoint have just closed record years in 2014 (we're an October year end).

I'd love to say this is because of our unique skills set but I have to admit I'm sure its as much to do with the state of the UK colocation and data centre market as anything! I don't think we're unique in this respect and I'll update you on my market perspectives below, but suffice to say it's great to see the return of broad based corporate demand into the UK data centre market once again, after what was in my view a pretty lean couple of years in 2012 and 2013. Colo-X



Telehouse West
3 rack dedicated
mini suite
available now
No cage set up fees
£4800pcm inc 12kW
and 24x7 support

has closed several deals this year in the 100 to 400kW range in both the UK and mainland Europe and continues to work on several more, so good news indeed and evidence of the type of demand that was absent in the market for the past few years.

In terms of a brief overview of the past 10 years for Colo-X, my deal size has ranged from a few U or even a quarter rack up to 1MW, but of course my focus and area of expertise very much remains on what I call "retail" colocation deals - one to twenty racks, or up to 100kW. And the range of options in the market these days is really quite bewildering - let me give you a few recent examples of transactions I've been working on:

Rack requirement for north of London - the range in the market was £190 per kW per month (including power) to over £350 from four quotations - we ended up securing a deal including bandwidth that saved the buyer 25% on his original proposals and crucially, in a location that suited him better. Great for users to have such choice and it just shows how much it pays to shop around these days.

100kW cost saving exercise - a 40 rack corporate customer approached us having been given a tough cost saving budget - he was told to reduce costs by 50%. In fact we have sourced several options that will save him even more than this and the irony is that the client was fully expecting to have to suffer a downgrade in facility quality from his existing supplier; it actually took some persuading that the increased range of options in the market these days meant he really could buy similar standard capacity for much, much less than he was currently paying. We expect this transaction to progress over the next few weeks.

"New Entrant" Interviews on Colo-X

If you've been tracking my industry perspectives over the past few years one of the big themes I've been pushing has been the increasing choice in the market for colocation buyers and I'm therefore really pleased to include two interviews on the www.colo-x.com website from two companies from completely different ends of the spectrum who are both relatively new providers in the UK's retail colocation market:

The first interview is with **Infinity SDC** - whilst they've been around for some time now Infinity started life as a wholesale only operator, ie selling large scale data centre solutions to big users on a long term lease. Today (like all wholesale operators) they are very much adapting their organisation to supporting smaller and more flexible demand, especially in their new Slough data centre that opened up at the end of 2013. Infinity currently have three sites live in London, with a potential of nearly ¼ million square feet of net tech or 41MW of customer power across the region with their 150,000 sq ft site on the former Olympic Park in Stratford now known as "Here East" still to come.

In this Issue:

Welcome - Colo-X at 10 years old!

London's new colo suppliers interviews:

Ed Butler, CEO of Everest Data Centres

and

Infinity Data Centres

Colo deals and offers

Upcoming Events

Latest Colocation Deals and Offers

The latest list of interesting offers can be found on the [Colo-X website](http://www.colo-x.com), but selected highlights are below. If you are a vendor and wish to add to this list please [contact us](#):

**Mini-Colo Solutions
Dedicated and secure
quarter and half racks
available in the
following key London
data centres:**

[Telehouse North](#)
[Telehouse East](#)
[Telehouse West](#)
[Telecity HEX](#)
[Volta](#)



Infinity's new 16MW Slough Data Centre

At almost the other end of the spectrum (size wise) I asked Ed Butler, founder and CEO of **Everest Data Centres**, the new Reading based facility to give us their perspectives. The Everest site can run some 1000 cabinets at 4kW each, so is about one tenth of the size of Infinity! But at Colo-X we find small yet high quality operators like Everest are also gaining real traction in the market, especially where they can offer value add such as more advanced services over and above the basic delivery of kilowatts. Since opening in the summer of 2013 Everest is now over half sold, so clearly doing something right!



Everest's

1000 rack Reading Data Centre is now over half full

I am very grateful to both Infinity SDC and Everest in taking the time to respond to my questions. Both interviews can be found on the Colo-X website in full through the following links:

[UK Colocation New Entrants - Interview with John Hall, Sales and Marketing Director at Infinity SDC](#)

[UK Colocation New Entrants - Interview with Ed Butler, CEO and founder of Everest Data Centres](#)

As ever, if you are interested in my thoughts and views on the UK colocation market don't hesitate to get in touch, **especially if you have an upcoming colocation project!**

With around 50 colocation facilities in the London market today and



These dedicated part racks are a great way to secure a cost effective yet secure point of presence. Pricing starts from £395pcm inc .5kW (2.5Amps) for a 1/4 cab or £695pcm for a 1/2 cabinet.

Reading, Berkshire

Brand new facility, 50,000 sq ft of net tech. 16Amps(3.5kW), £800pcm, inc 10Mbs.

Etix Paris, Equinix PA4

Racks and caged areas at €200 per kVA per month **including** power, eg 4kVA colocation footprint for €800 pcm inc power

To have your offers included here please [contact us](#) on 01483 892 048

about twice that many across the country as a whole our up to date market knowledge and pricing information should save most buyers quite some time in tracking down the right provider.

Colo-X UK Colocation Industry Research

I am in the process of updating my 2013 review of the UK Colocation Industry. This 50 page report covered nearly 100 colocation facilities across the UK including detailed overviews of the market in Central London, the market Around London and the rest of the UK.

I am in the process of updating our statistics and writing commentary on both whats taken place in the UK colo market over the past year, but also importantly setting out my views as to what trends I see carrying on into the future. These views have certainly evolved over the past couple of years and I am especially interested in the evolution of perhaps a two tier marketplace, with niche "specialist ecosystems" at one end of the market compared with huge growth in the "undifferentiated" part of the market. Its certainly a fascinating time.

The other trend I'm beginning to wonder about is if colocation providers are now starting to focus on key customer verticals - we certainly see plenty of evidence to suggest that rather than trying to be all things to all colocation buyers certain operators are focusing their efforts on specific market niches, eg hosting, corporates or the media sector. My new report should be available early in the new year and if you'd like a copy please let me know.

Tim Anker, November 2014

Upcoming events in 2014/15:

Data Centre Dynamics - London next week at London Excel on 19th and 20th of November 2014.

Please join COLO-X at DatacenterDynamics Converged London 2014 next week at the ICC, ExCeL London.

Colo-X friends and registered members can apply for a VIP place today* at <http://dcd-converged.com/vip-registration> quoting Voucher code - COLOX14

This year's DCD conference will cover everything from virtualisation, containers, IaaS, PaaS, SDN, NFV, scale-out storage, Big Data, DevOps and more. Hear from over 100 thought leaders not brought together in one room before including Alibaba; IO; Open Compute Project; OpenStack; Cumulus Networks; Google; and many more. Full conference details can be found at www.dcd-converged.com

Our Twitter account is the best way for us to post quick market updates, news and also colo bids and offers. Please do sign up to follow our latest items.



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UK Colocation Industry
Structural Changes and Trends
December 2013
Report Summary

*Please note that this VIP offer is only available to you applying using your unique voucher code. VIP passes are only issued to those who meet our criteria and are specifying or managing data center or IT Infrastructure. Sales and Business Development roles are not eligible for a VIP pass.

Data Centre Finance and Investment Forum
in London on 22nd January 2015



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