

Internet Villages International launch “Pay As You Grow” model in Scotland

The launch of Internet Villages International’s (IVI) ‘pay as you grow’ finance model will allow data centre customers the flexibility to pre-plan their future requirements without having to pay fully in advance for their forecasted growth. Subject to a pre-let contract, the customer may reserve land for future expansion but only pay for DC facilities actually occupied and the associated supporting infrastructure.

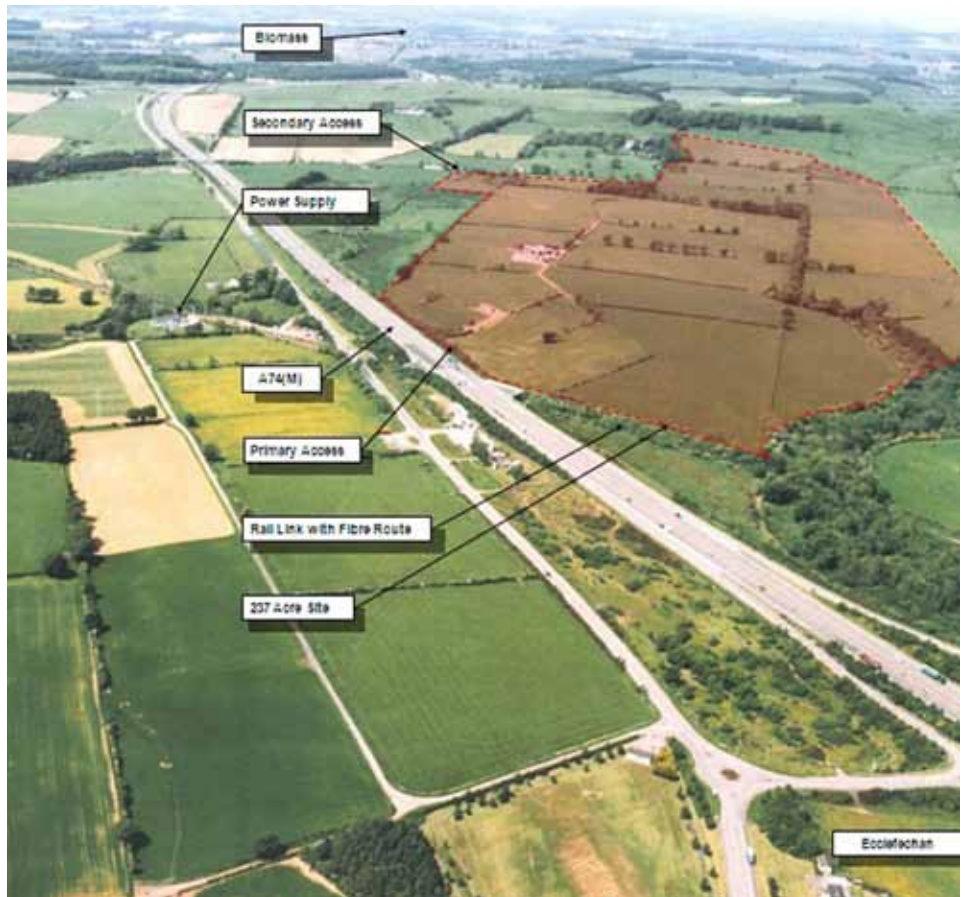
The ALBA1 site in Ecclefechan, near Dumfries, is a 250 acre campus that has access to 400MW of energy from diverse sources, of which 44MW is renewable energy from biomass and CHP. With the increasing focus on data centre energy efficiency from voluntary codes of practice and mandatory regulations the IVI ‘pay as you grow’ model could prove very attractive to the data centre industry, particularly in the current Opex driven ‘just-in-time’ market.

IVI’s model helps occupiers future proof data requirements. Taking up residence at the ALBA1 site means a customer will not have to worry about its future expansion plans and/or locating their data centre elsewhere - they grow their model onsite as and when it is required.

IVI’s strategic business partnership with APC by Schneider Electric to act as technology provider further enhances the model by delivering ecologically designed, modular, scalable data centres that can be deployed to site in granular increments within very short timescales of 6 weeks

IVI believes that their commitment to delivering a modular and scalable datacentre infrastructure architecture better aligns with the needs of today’s business users compared to traditional DC solutions. The demanding business environment requires that greater reliance be placed on data technology which already exhibits many of the characteristics of scalable, modular deployment, in short timescales, unlike the corresponding physical infrastructure.

IVI believes that most companies can no longer predict the business horizon two years ahead, perhaps only six months at most. Technology change itself is rapid and can result in facilities designed and built today at great expense to be struggling to cope with the business needs of tomorrow within a relatively few years of being commissioned. The infrastructure must become far more flexible and agile in responding to these needs in a timely manner, while also addressing efficiency and environmental concerns.



There is much talk about modularity, however in reality IVI believes that many modular systems are phased construction of traditional building systems and fail to deliver the flexibility and agility required or else require the user to compromise in terms of the physical proportions, character, and use of their technology space. IVI and APC by Schneider believe their partnership offers one way forward to better addressing these issues and providing real value to our clients with a sustainable design that can continue to adapt and be refreshed over its whole life as business and technology requirements inevitably change.

The ALBA1 site was selected against all the normal data centre site selection criteria including abundant physical space, good access, good connectivity, plentiful dual source grid power, etc, but with the additional benefit of a community sourced bio-mass facility constructed to use the waste from another local industry. The local environment is also conducive to direct free cooling technology which, for many users rack loads will be available for a high percentage of the

year. Where high density rack loads are required this will be provided using APC by Schneider Electric’s full range of high efficiency power and cooling technology.

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