

The Right Balance

CASE STUDY

COLOCATION AND
HOSTING



DIGITAL REALTY

A man wearing a white polo shirt, sunglasses, and a watch is sitting on the deck of a boat. He is looking at a laptop computer that is open on his lap. The boat is on the water, and the sky is clear. The text is overlaid on the right side of the image.

As part of their desire to develop this new facility, the customer also determined that its design would deviate from the form factor that they had traditionally used.

Sometimes finding the right solution is a question of balance. If you're a customer that has built data centers in the past and you have specific requirements, wouldn't you naturally just want to build your own facility? For one Digital Realty Trust customer this was the question that they faced but the right solution turned out to be a little different than they originally thought.

THE CLIENT

The customer is a large hosting provider located on the east coast of the United States and has experience in building their own data centers. In order to keep up with the demands of their customers, and the marketplace, the customer was seeking a new facility with a substantially higher power density than their typical facilities. As part of their desire to develop this new facility, the customer also determined that its design would deviate from the form factor that they had traditionally used. Since the project would constitute a new strategic initiative for the company it had very high visibility and involved a number of the firm's upper level executives.

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THE CHALLENGE

The customer's desire to develop a new physical design for the facility required Digital Realty Trust to bring in multiple members of its sales engineering, design and construction teams. The Digital Realty Trust team members worked closely with the customer to develop a final layout that would address their requirements.

This process involved multiple design meetings to evaluate the evolution of the concepts that ultimately resulted in the agreed upon final data center design.

Due to the high profile of the project, Digital Realty Trust used many of its senior executives as conduits to their customer counterparts to keep them advised on the status of the project.

These high level discussions, in conjunction with the joint efforts of both firm's design teams were instrumental in ensuring that all levels of the organization were fluent in the progress of the project and that the roles of both organizations were clearly defined.

THE SOLUTION

Due to the customer's expertise in data center build-outs, the final solution consisted of a Build to Suit Powered Base Building® in which

Digital Realty Trust would deliver the 21MW Powered Base Building with the customer doing the internal build-out. This solution accelerated the customer's ability to bring the facility on line as Digital Realty Trust, working in conjunction with KDC, our build to suit construction partner, was able to complete the powered shell portion of the project on schedule to enable the customer to finish out the interior using its new product design. The resulting facility addresses the customer's need to offer higher capacity capabilities to its customer base.

THE CUSTOMER IS A LARGE HOSTING PROVIDER LOCATED ON THE EAST COAST OF THE UNITED STATES AND HAS EXPERIENCE IN BUILDING THEIR OWN DATA CENTERS. IN ORDER TO KEEP UP WITH THE DEMANDS OF THEIR CUSTOMERS, AND THE MARKETPLACE, THE CUSTOMER WAS SEEKING A NEW FACILITY WITH A SUBSTANTIALLY HIGHER POWER DENSITY THAN THEIR TYPICAL FACILITIES.



SUMMARY

Digital Realty Trust's experience in data center design and construction enables us to work closely with customers to deliver the build to suit facilities they require. Our partnership with leading build to suit companies provides us with the experienced personnel required to ensure that custom data center projects are delivered on time and on budget.

ABOUT DIGITAL REALTY

Digital Realty is a trusted data center solution provider for many of the world's leading enterprises. We offer one of the industry's largest data center portfolios; an unmatched, highly experienced leadership team; and the financial strength to ensure long-term stability and customer support. We stand out in the marketplace by offering innovative solutions driven by customers who see data centers not just as a technical investment but as a strategic platform for success. For additional information, visit our website www.digitalrealty.com

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