



## Colocation

### PROBLEM

Inherently due to their business model colocations do not make money until they have a customer rent rack space or kW.

This makes entry into the space very difficult as traditional data center construction methods consist of building out large amounts of white space using raised floor and structural ceilings months before a single customer has starting renting space. This creates a very large capital expenditure that many cannot tolerate. A startup regional colocation engaged Subzero to help them solve this difficult problem. ***How can they gain leverage over their competition by creating a build as you go infrastructure that allows them to spend money only as they need to after they have secured paying customers?***

### SOLUTION

Subzero designed a colo-specific Data Center Solution specifically engineered to be built-out as they go.

Using AisleFrame's pre-engineered adaptability, a ground-supported solution was designed to accommodate deployments of 1 to 30 racks with accommodations for customer cages in the same rack deployment increments. Utilizing rack docking stations that maintained the integrity of the solution's built in containment, the customer's PUE was not penalized for not fully populating the solution. Standardizing on cabinets, rack PDUs, fiber tray and busway allowed the colo's purchasing department to consolidate spending through pre-negotiated bundled pricing, which also reduced the amount of time needed to get items on order. This allowed them to strand their capital to an extent they never thought possible. In addition to this reduction of capital expenditure the solution greatly reduced the operating capital needed to run the data center. When using traditional data center construction only a small percent of the CRAC's capacity is actually used to remove heat from the load and the majority is used to pressurize the raised floor. Considering colos have a very light load upon the center's operational inception it is extremely cost prohibitive to build in this way. The Data Center Solution that Subzero designed for this customer allowed them to spend only what was absolutely necessary on cooling. Through a series of gasketed panels the air was directed and contained to the location that it was needed, and the return was directed back to the CRACs in the same way. When additional racks were needed, the panels were moved to the end of that deployment and the CRAC unit's capacity responded to the added load via in-solution environmental monitoring.

### SUMMARY

Subzero delivered a Data Center Solution specifically engineered to dramatically reduce CapEx and limit vendor interaction and negotiation times.

The solution contained simple measures to maintain a solid PUE which reduced operating costs and operation management. In the end it allowed a company, who was light on cash, to enter the data center colocation market without having to dramatically overbuild and overspend.