

■ Images: True2Life Ltd

Data centre sets a new green standard

WE ARE already the largest independent IBM Midrange specialist in the UK. Now take a look around the latest addition to our already comprehensive portfolio. Welcome to the **GREENEST** data centre in Europe.

We are Blue Chip, a company specialising in providing information technology support services, and we have developed a five-acre freehold site at Amptill Road in Bedford into a data centre.

This data centre will house up to 600 racks supported by the highest levels of resilience and security. The 2 MegaWatt facility will be the most efficient data centre in Europe.

Blue Chip has become the first company in the UK to receive an interest-free grant from the Carbon Trust under its The Big Business Refit campaign.

The £500,000 we were awarded has been reinvested in energy-efficient cooling systems that will produce massive savings for our customers.

Managing director Brian Meredith says: "The energy consumed in cooling data centres is more than just a financial issue. The carbon footprint of our industry is significant and we must take action in reducing our energy use.

"Our customers are committed to

The Carbon Trust launched The Big Business Refit campaign in September last year. The loan package also includes a free energy saving assessment. The trust estimates that businesses that take a 'make do and mend' approach to old, inefficient equipment are wasting a total £3.3 billion a year in energy costs. Chief executive Tom Delay said: "We calculate how much a company will save by making the investment in new equipment so they can make an informed investment choice."

reducing their impact on the environment. We support this by providing the most energy-efficient infrastructure available."

The cooling system in any data centre is, apart from the servers themselves and the IT equipment, the most significant electricity consumer. By using evaporative cooling technology instead of refrigeration, we can reduce our indirect electricity use by more than 90 per cent.

Brian says: "Electricity pricing and availability is volatile. The European Code of Conduct for Data Centres is currently advisory but we do not know if the principles contained in this may become mandatory. By

designing in the lowest possible energy use in this data centre we are putting both Blue Chip and our customers in the best possible position for the future."

Blue Chip's bank of state-of-the-art servers require a secure and consistent supply of air at the correct temperature to work at their most efficient and reliable. The EcoCooling evaporative cooling system is designed to create totally compliant conditions at less than a tenth of the cost of the best available refrigeration system.

Technical director Vic Henry says: "By significantly reducing the electricity demand for cooling this has enabled us to maximise the available power for productive use. This allows the business to grow without the power restrictions found in comparable operations.

"Our customers demand the very highest levels of reliability and redundancy. This means we provide two completely independent infrastructures including communications, power and cooling at the lowest carbon impact."

Blue Chip has already partnered with the Marston Vale Trust, managers of the Forest of Marston Vale, to fully offset the company's carbon impact by backing the planting of up to 750,000 trees.

WHY OUR DATA CENTRE IS THE GREENEST IN EUROPE

- Unparalleled data centre resilience independent A and B power feeds.
- Diverse fibre communications via multiple Tier 1 suppliers.
- 2 x (N+1) generator and UPS for both A and B supplies.
- 2 x (N+1) cooling via Adiabatic (N+1) and CRAC (N+1).
- 2 x 11KV HV power supplies on the site.
- No single point of failure.
- Infrastructure and physical security built in.
- CCTV with 24 hour manned video surveillance.
- Secure access through double gates and turnstiles.
- Biometric access control to data suites.
- Zoned fire detection and protection.

Space for today with room to grow

- Phase 1 consisting of 24,000 sq ft (approximately 360 racks).
- Capacity within the same building for another 200 racks in Phase 2.
- Workplace recovery suite for up to 120 people.

Warm Start restores servers fast

BLUE Chip's Warm Start Intel service dramatically reduces the time needed to restore servers and ensures the process is completed without complications.

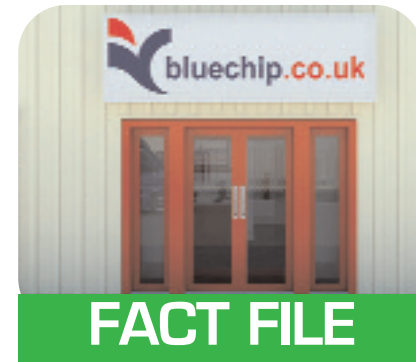
Blue Chip loads an agent on to the customer's system to enable us to take snap images of the critical servers. We retain this image on secure Network Attached Storage

at our recovery centre and, in the event of the customer suffering a major software or application failure but where the server is still available, Blue Chip will transfer the image on to the customer's server. Once the image is installed, the incremental changes are restored from the tape backups.

Within four hours of reporting an

emergency, you'll be provided with:

- A replacement server(s) of the same or greater specification.
- Mobile recovery on site.
- Data centre recovery - Intel Server data restored at the Blue Chip Disaster Recovery Centre.
- Intel technicians restore the incremental back-up data from the tape back-ups.



FACT FILE

■ Blue Chip was established as a specialist company in 1987 to provide IT support services for IBM Midrange users. It has grown to become the largest independent IBM Midrange specialist in the UK.

■ Blue Chip's customers include major banking institutions, finance houses, insurance companies, local authorities, colleges, manufacturing companies and high street retail chains.

■ As the largest employer of IBM System i & System p technical staff in the UK (apart from IBM), we pride ourselves on the dedication and skills of our staff.

■ The company ethos 'Get the job done' is engrained in our warehouse personnel, technical staff, accounts personnel, sales and management teams.

■ Unlike most commercial organisations Blue Chip was formed by engineers whose total focus was to provide a level of service that would be the envy of our competitors.

■ Blue Chip has the old-fashioned belief that the customer is king. All our clients are supported by dedicated engineering and account management teams.

■ All our solutions and services are provided following consultative discussions and are based on the clients individual requirements and business critical needs.

■ Call our dedicated team of specialists today for further information about any of the services and products we have to offer.



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