

# GEO CONNECTED

# DATA CENTRES AND TELEHOUSES

## London

BIS Greenwich Anchorage Point

BT GFS

City Lifeline

Equinix City

Global Switch London 1

Global Switch London 2

IBM Sampson House

Iomart Hosting London

Interxion

Level 3 Data Centre

London Hosting Centre

Options IT

Telecity 6/7 Harbour Exchange

Telecity 8/9 Harbour Exchange

Telecity Meridian Gate

Telecity Bonnington House

Telecity Oliver's Yard

Telecity Powergate

Telecity Prospect House

Telecity Sovereign House

Telehouse North

Telehouse East

Telehouse West

Telehouse - London Metro

4D Data Centres Sirius 2

ARK Continuity Spring Park

BlueSquare Data

Equinix LD4

Equinix LD5

Gyron

Iomart Hosting Glasgow

Iomart Hosting Leicester

Iomart Hosting Nottingham

London 3 Data Centre

Manchester One @ Synergy House

Manchester Two @ Parkway

ScoLocate

Sentrum (3) Watford

Telecity Kilburn House

Telecity Williams House

Telecity Reynolds House

Telecity Joule House

The Dedicated Fibre Network Company

- Finalist in 2011 Customer Experience Awards
- 46th in Deloitte 2011 Tech Fast 50

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## CASE STUDY



### The challenge

4D Data Centres is a UK co-location and connectivity business located in Surrey. Close proximity to the M25 and the main railway line to London enables 4D to offer high-speed and diverse connectivity to the UK's main communication hubs. An exponential growth in demand for space in the Tier 3 Sirius 2 data centre brought with it customers looking for wider services and the existing infrastructure was beginning to feel the strain.

4D began the search for a network operator which could meet its now evolved criteria: scalable capacity requirements, network reach to Surrey and central London data centre sites as well as the control and flexibility the business was seeking.

### The solution

Having already decided that a fibre based network could provide the capacity required for customer demand and business growth, 4D began looking at a variety of network solutions.

David Barker, Technical Director of 4D said 'I wanted to ensure that we had a network solution as flexible as our own services – no one-size-fits-all approach.'

Geo's network planning team looked at a variety

of options which would best meet 4D's scope. A series of modelling and planning exercises resulted in Geo's investment in an existing resilient network ring in and around the Surrey location. The new route would connect to Geo's existing 3000km UK wide footprint. The network now provides multiple 10Gig connectivity to Sirius 2 in Surrey with access to large scale transit in London facilities.

### The benefits

4D is now able to provide 10Gb/s dedicated waves to customers instead of restrictive 1Gb/s, and the network has increased capacity 10 times with no change in cost compared with the previous 1Gb/s circuits. 4D also has hugely increased network control and additional capacity can be accessed at short notice.

## CASE STUDY



### The challenge

When broadcaster ITV announced its Transformation Plan in August 2010, one of its strategic priorities was to drive new revenue streams by exploiting its content across multiple free and pay platforms.

To help with this new strategy it needed a

network infrastructure that would connect its key sites, as well as its two main data centres in Slough and Greenwich, in order to help the company move towards a fully tapeless environment.

### The solution

Geo's network was already present in some of the key sites on the network so deployment times were kept to a minimum and the managed service project could be rolled out in just 12 weeks.

By selecting Geo's dedicated fibre, ITV now has a managed 10Gb/s service capable of scaling up to a terabit capacity. The network will save ITV

money over time as the cost of incremental 10Gb waves has been significantly reduced. This will support ITV's growth as it progresses through its 5 year transformation plan.

### The benefits

ITV's network now reduces business risk by eliminating single points of failure with guaranteed network diversity. As it is dedicated fibre, ITV can quickly and cost effectively scale up its bandwidth, so there is no need for file compression allowing greater efficiencies in the workflow process. This will allow ITV to be far more flexible in getting its content to the end users, across multiple platforms.

## CASE STUDY



### The challenge

The London Internet Exchange (LINX) is one of the world's largest internet exchange points and allows Internet Service Providers (ISPs) and content networks to exchange traffic between their networks.

The LINX and Geo relationship started in 2009 when Geo was chosen to provide a diverse fibre ring from LINX's existing Docklands site to three new data centres.

In 2011, LINX extended its presence into over 10 sites in one of the most bandwidth intensive

locations in the world. With the increase in bandwidth demand, the exchange sought to improve diversity, capacity and resilience both on existing switching platforms and its fibre routes. LINX recognised that by adding extra bandwidth at more geographically diverse locations the exchange would be made more resilient.

### The solution

With a proven track record with LINX, Geo's proposition impressed with the resilience its sewer based network was able to provide and its ability to meet the service performance required between these sites. The fibre based 200km route allows LINX to manage both current and future needs – as more members join and more sites are connected, the organisation is able to increase its capacity at no extra cost.

According to the CEO of LINX, 'Geo demonstrated first-hand experience of in-depth complex network design. Their flexibility as requirements evolved was crucial to the success of deployment. In addition, the team provided us with an innovative technical and commercial solution.'

### The benefits

With access to the UK's most modern and advanced fibre optic infrastructure, LINX has a more reliable network with a diverse, secure route through London's sewer system. It also provides the ability to seamlessly integrate third party fibre, easily scale bandwidth to its users' requirements, and provide diverse connectivity to the six new sites.

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