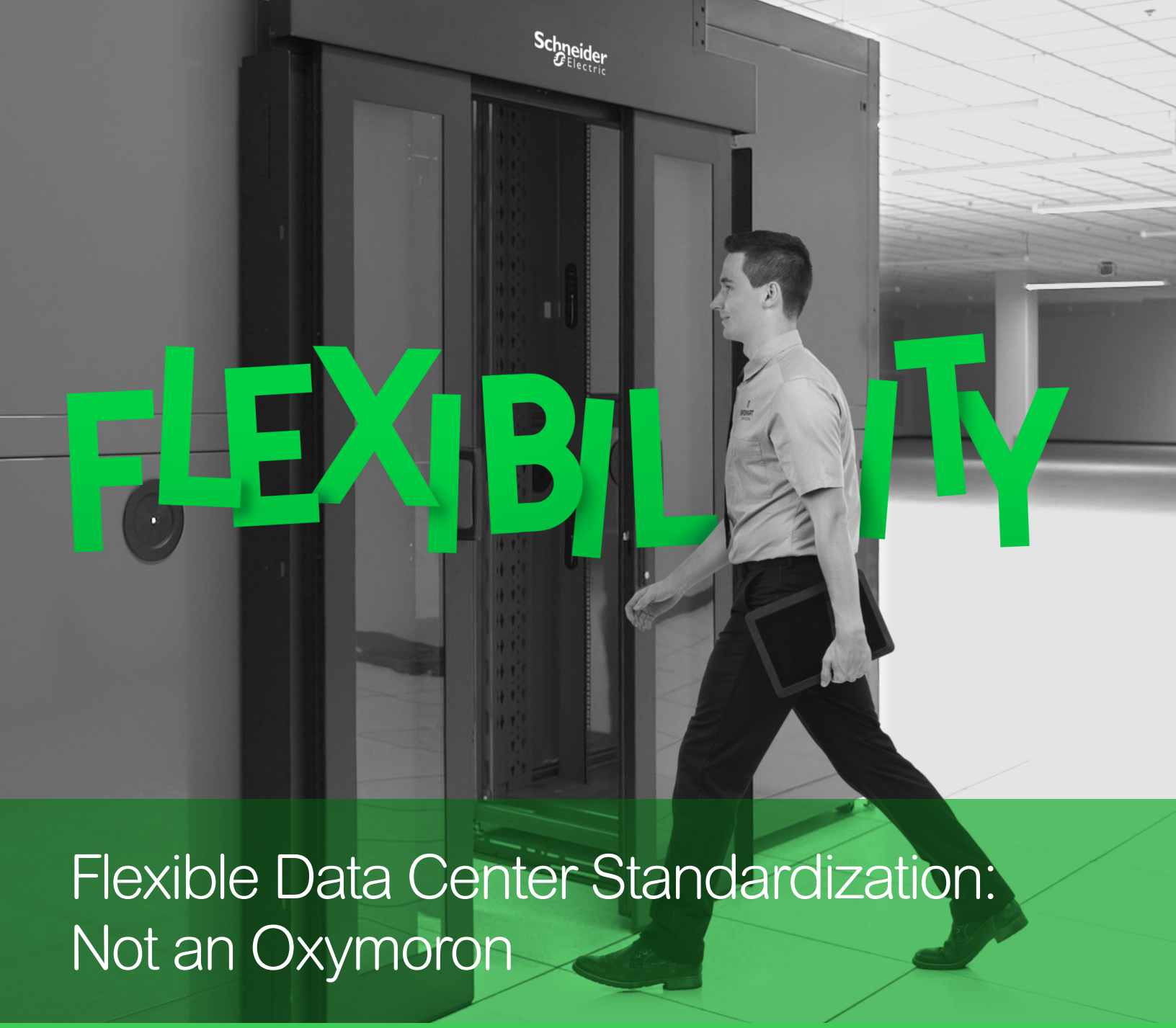


Flexible Data Center Standardization: Not an Oxymoron

Infomart - Portland, Oregon, US

Infomart Data Centers creates right-sized colocation spaces with a common look and feel across locations using Schneider Electric's HyperPod system.

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"Infomart Ashburn, developed on a property whose historical significance is well-known as the catalyst of data center growth throughout the region, is now a benchmark for reliable, efficient and sustainable colocation in Northern Virginia's Data Center Alley. Today, a large portion of the world's internet traffic passes through Loudoun County, positioning the Ashburn facility to be one of the most connected and highly sought-after colocation sites in the eastern U.S."

– Dan Ephraim, Vice President of Sales, Infomart Data Centers

Challenge

Infomart Data Centers sought to address the challenge of developing a faster, more efficient deployment strategy that supports a variety of customers and their unique requirements. To create a colocation environment that appears and operates the same, despite multiple locations, Infomart is using a rack-ready HyperPod solution from Schneider Electric.



How can a unified data center experience be created despite diverse colocation needs and different geographies?

Dynamic, multi-shaped Tetris tiles must be fitted together properly and efficiently or they will overload the play area. While there's no room for playing in data centers, colocation spaces must also be configured appropriately to handle dynamic density loads and multi-tenant needs.

"Fitting a 2MW customer and a couple of 500KW customers, for instance, in a 4MW space takes flexibility," stated Casey Vanderbeek, Director of Client Technical Solutions at Infomart. "As a wholesale data center provider, we support different sized deployments for our customers and needed a solution that allowed us to quickly, efficiently and cost effectively respond to the variables."

At the same time, Infomart was looking to standardize across locations so that a tenant from Portland, Oregon to San Jose, California has the same experience as in Ashburn, Virginia.

"We want the same customer in multiple locations to encounter the same look and feel, breadth and depth, wherever they are," said Vanderbeek.

He noticed inconsistencies first hand when helping manage and construct an additional space for a Portland customer in San Jose. "The process and vision were not exactly the same, so expectations weren't met exactly," Vanderbeek explained.



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– Casey Vanderbeek
Director of Client Technical Solutions
Infomart Data Centers



Flexible standardization is not an oxymoron

Infomart soon discovered that flexible data center standardization is not an oxymoron. When beginning a new build in Ashburn, Vanderbeek set out to normalize operations, including critical cooling through hot aisle containment.

"In that process, our team went to the Schneider Electric Technology Center in St. Louis and discovered HyperPod," said Vanderbeek. "It's flexible and scalable enough to fit our varied design concepts, has the quality and appearance we want to deliver to our customers, and can be quickly installed without construction."

HyperPod is a rack-ready system for deploying IT at scale in increments of 8 to 12 racks. As a freestanding support structure, it provides air containment to various types of racks while adapting to a variety of cooling and power configurations.

"Our customers just have to bring their servers," stated Vanderbeek. "They don't have to worry about containment or power delivery."



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– Casey Vanderbeek
Director of Client Technical Solutions
Infomart Data Centers



A deployment so easy, we'll soon do it ourselves

Infomart's new 90,000 square-foot facility in Ashburn was originally AOL's first mega data center, and 2017 was spent retrofitting and upgrading the infrastructure to become a deliverable data hall.

"Ashburn epitomizes everything we want to be at Infomart. Be flexible. Be efficient," said Vanderbeek. "The previous iteration of the facility had a total IT critical power delivery of 6MW, and our intended goal is closer to 20."

Schneider Electric has been on site helping Infomart put all the pieces together, implementing HyperPod for the first time and essentially creating a proof of concept to take to any of the other Infomart locations. Moving forward, Infomart will be able to handle the installation of additional units because of HyperPod's ease of deployment.

In Ashburn, once the prefabricated, premanufactured HyperPod arrived, the deployment of a 50-foot length of aisle containment space took only one week, compared to the three weeks it previously would have taken.

"That's a tremendous benefit," explained Vanderbeek. "Being able to standardize with flexibility means we increase speed to market, have more control, and there's no sticker shock. We know roughly what the solution will cost each time and can accommodate customer-driven changes up until construction begins."

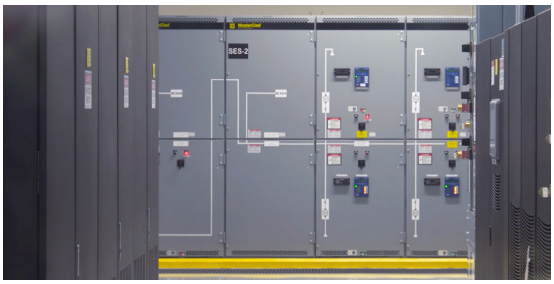


Cost matters, but partnership makes a big difference

All of Infomart's markets have the same needs, so Vanderbeek expects HyperPod to be a core solution, and several have been deployed to date. As a result of the success in Ashburn, Infomart won a very large customer in another location.

Infomart is also conceptualizing the potential use of additional Schneider Electric technologies such as Ecoflair Indirect Air Economizer and the Galaxy VX UPS.

"We have a synergistic partnership with Schneider Electric," said Vanderbeek, "Infomart shares its vision, and together we figure out how to realize it. Obviously, we want to keep the costs down, but we seek partners that go beyond numbers. We want to be efficient and forward thinking, and I believe Schneider Electric is part of that process."



Schneider Electric products & solutions deployed at Infomart facilities:

- HyperPod
- Square D Low & Medium Voltage Switchgear
- Rack PDUs
- Field Services

Want to learn more?

Watch the video of our partnership with Infomart ▷

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April 2018

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