

DATA4 - Case Study



CASE STUDY



About DATA4

DATA4 is a European data center specialist that currently operates 16 data centers in Paris, Milan, Madrid, and Luxembourg. The company finances, designs, builds, and operates data centers with a construction rate of one building every nine months. The group currently owns 121 hectares and a power reserve of 146MW to enable continued expansion to meet the growing needs of its customers.



These infrastructures are based on high-quality design and a rich and scalable portfolio of services, which perfectly adapts to the needs of customers.

The group offers carrier and Cloud-neutral data center solutions thanks to its 'Digital Hub', a service platform designed to facilitate the development of hybrid IT (combining private and public Clouds) for its customers. The platform enables companies to connect with Cloud and Internet ecosystems on a global scale.

DATA4's customers include Cloud providers, digital service firms, and large- and medium-sized companies. Its customer commitment is to provide agile, scalable, secure, efficient and environmentally friendly hosting solutions, from a single rack in colocation up to a dedicated building. Customers operate their environment in a DATA4 connected fortress, managed as an intelligent Software-Defined data center.

"By using Nlyte to digitalize our physical assets, DATA4 enhances the customer experience by delivering real-time data and personalized views that help customers maximize the availability of their platforms."

Jérôme Totel, DATA4

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The Goal

Starting with a vision, DATA4 sought to be the global leader in providing colocation/hosting services by delivering a 'Smart Data Center' experience. In 2014/2015 DATA4 wanted to manage, monitor, and streamline their data centers to have a completely holistic and homogeneous view across all of them. They wanted to provide customers access to their own hosting space environment via a personalized customer portal providing real-time data and a customer-driven automated dashboard.

In addition the DATA4 team realized there was a real differentiator to add those capabilities for their customers. For over a year, they studied the DCIM market and associated integrated tools. They realized that DCIM had many features, some useful for their mission, others not so relevant. The team's main drivers were to deliver real-time data, and provide a single tool for both customers and DATA4 operations staff to manage their respective environments.

The Solution

D4 Infrastructure DCIM

Real-Time Visibility

- Real-time reporting & alerts
- Capacity planning
- Online maintenance planning
- List of assets and services

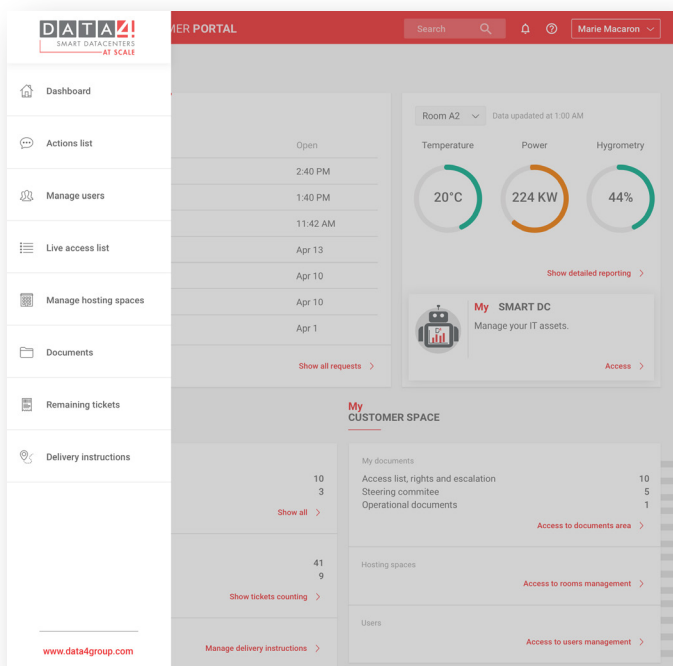
D4 DCIMaaS

Integrated Tool for IT Equipment

- 2D/3D Visualization
- Asset management
- Real-time reporting & dashboard
- Capacity planning
- CSR KPIs
- Workflows

DATA4's 'Smart Data Center' helps customers make their lives easier:

- Full visibility and transparency on the DATA4 infrastructure and IT Operations
- Easy and convenient to work with, delivering a positive customer experience
- Enhanced availability with highly redundant 24/7 monitoring tools and predictive maintenance
- Reduced environmental impact through measurement and optimization of data center infrastructure and IT equipment



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The business benefits include:

Risk Reduction through improved response times, proactive management to reduce data center issues, and 24x7 end-to-end visibility for the customer into their infrastructure.

Capacity Management and Planning that allows the customer to know what equipment they have and where it is. Customers have the ability to manage and optimize data center resources while accurately planning for needed capacity.

Compliance and Corporate Social Responsibility are enabled and tracked with key KPI's (water, CO₂, etc).

Performance is enhanced through visualization and identification of underutilized assets making the customer more agile in meeting the needs of the business.

The Process

The DATA4 team went out into the market to look for a DCIM tool that would meet their current and future growth needs. They evaluated several DCIM tools and vendors, and after a lengthy qualification process, they invited two DCIM vendors to engage in a Proof Of Concept exercise. A real-world environment over one single data center was set up to verify that the tools would adequately adapt to their needs and existing systems. A primary objective for the team was to validate that the solution would integrate with DATA4's customer portal. It was imperative that when they were done, the customer experience was seamless between the DCIM solution and their customer portal. As part of the POC, Nlyte developed a custom module to accommodate the integration. While the initial goal was 100% customer-

focused, as the POC progressed, the team realized the Nlyte solution would help them to be more operationally efficient. The recognized benefit was 60% customer-centric and 40% for internal operations, extending the ROI with unexpected value.

Why Nlyte

The primary reason for choosing Nlyte was that the solution was tried and tested in terms of IT functionality. Nlyte's DCIM solution was able to bring in information for data center infrastructure as well as at the IT level. Integration between DATA4's customer portal and Nlyte's platform was seamless. In addition, the Nlyte suite was very rich for both IT and data center infrastructure. The other compelling fact was Nlyte is a global organization with 300+ customers worldwide. Given DATA4's vision to expand into other regions, it was imperative a vendor competently match their reach.

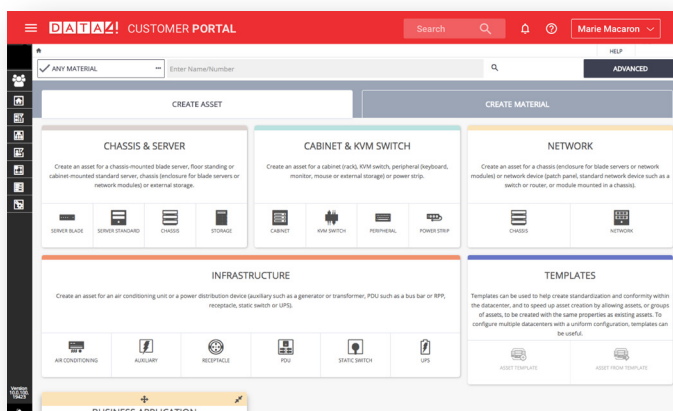
DATA4 looked for an organization to partner with them on their DCIM journey. Consultants were brought in to advise and build a knowledge base of DCIM, with a rigorous RFP process, followed by a three-month POC. Nlyte, along with their partner Straton IT, built strong, close relationships with the consultants and DATA4 stakeholders. Nlyte's technology not only met all their user cases but also exceeded their expectations. Flexibility, partnership, and global presence were final factors in Nlyte's selection.

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Feedback

Customer Feedback

Customers are seeing the value that the autonomy in managing their environment brings. The DATA4 customer portal opens the data center infrastructure to them. The portal allows them to generate their dashboard with easy access to data from the DATA4 facility and their environment. This autonomy eliminates the need for daily calls to the DATA4 team, allowing the customer to feel like they are operating their own data center.



Internal Feedback

The DCIM implementation is changing many habits, allowing for more autonomy from Change Management and Delivery Management systems. The DCIM solution has made it easier to see data, providing the ability for real-time capacity planning (i.e. the number of power connections, pre-cabling, cross-connections, and total/used KW). This data allows the team to implement a new rack faster by knowing precisely where and how to install the new equipment.

The Future

DATA4 is following the Gartner concept of Data Center Lifecycle – The Intelligent Data Center. DATA4 is completing phase 1 – the Resource phase. They are inputting all asset data into Nlyte DCIM. This data input includes things like UPSs, chillers, locations, and other relevant data.

As the DATA4 team moves into the Lifecycle phase, they are determining where DCIM and the Change Management systems operate. The DATA4 team needs to distinguish two kinds of equipment. Core infrastructure will most likely be tracked in the CMS. Nlyte DCIM data will track the customer service focused assets as well as install/decommission dates of all assets.

Planning for the Continuous Optimization phase 4, the DATA4 team looks to strengthen the integration between Nlyte and DATA4's customer portal to launch new applications based on predictive maintenance. This increased integration will provide customers with a single solution that includes API development tools and Artificial Intelligence with IoT core equipment. The goal is real-time information to the customer regarding their share of the DATA4 footprint along with their IT infrastructure. This real-time data will allow the customer to see how much is needed to build and manage that footprint with data on water and CO₂ cost/usage. These advanced features will enable customers to input more detailed information such as equipment and manufacture specifics to make more informed decisions on equipment operations and end-of-life.

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Summary

Nlyte is the underlying software technology that is powering the DATA4 Smart Data Center solution. By combining a prominent colocation provider in Europe with the leading DCIM technology, DATA4 eliminated the customer's need to embed Nlyte software. By integrating into their Smart Data Center service and

internal processes, customers can immediately use the system and gain value. DATA4's customers benefit by experiencing increased performance, reduced risk, improved compliance, along with accurate capacity planning.



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- Visit Us: www.nlyte.com

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About Nlyte

Since 2004 Nlyte has been committed to helping organizations optimize the management of their IT assets. Nlyte automates the discovery, workflow management, and reporting across the entire technology stack, physical, virtual, and edge, including software and IoT devices. Nlyte reduces costs and risk while improving efficiency and transparency for the entire organization.

The world's most sophisticated IT organizations use Nlyte's comprehensive out-of-the-box ready software solutions. Nlyte's commitment to optimize asset management, making it easier for people to do their job more efficiently and improve agility across the global organization, continues to develop a loyal following of customers.