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The right choice

FINDING THE RIGHT DATA CENTRE service provider and equipment to go into your chosen facility is no easy task and not a process to be taken lightly. The data centre is increasingly cementing its place as the heart of all things ICT and organisations must carefully decide who will become their partner — especially considering it will be a relationship that is maintained over several years, if not a couple of decades. To help you along your way, we have launched the Computerworld Australia Data Centre Directory.

Within these pages and online you will find advice from three of Australia’s leading analysts. IDC’s Matthew Oostveen provides an overview of the data centre landscape and notes Australia has some of the oldest facilities around. Forrester’s Galen Schreck runs though three key steps to keep in mind when investigating a co-location partner. And IBRS’ James Turner looks at the green angle and our increasing use of scarce power resources.

A patchwork collection of resources on Australia’s data centre industry has existed to date and, for IT managers and professionals, the time spent searching for a provider could be better spent evaluating the partner.

We hope to help rectify this situation by providing access to a directory of companies that supply all kinds of data centre services. The directory will also be searchable on our website at www.computerworld.com.au/datacentre.

As always, we are keen to hear your feedback and suggestions so we can continually improve and serve our readers. 

Please email trevor.clarke@idg.com.au or you can also get in touch with the editorial team at editor@computerworld.com.au
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The Australian data centre landscape

IDC research manager, Matthew Oostveen, writes about the current state of data centre affairs.

DATA CENTRE INFRASTRUCTURE has changed dramatically over the past few years. While there are still many firms that use large-scale servers, the movement has been toward a scale-out deployment of servers using hundreds, if not thousands, of blades and racks. Additional equipment such as storage systems, network devices, and power and cooling equipment add to the complexity and cost of the growing size of data centre infrastructure. Data centre managers and chief financial officers are facing highly increased complex IT environments. Issues of power and cooling and how costs can be reduced are the “hot” topics of the day. Coupled with this is the increased importance of sporting a “green” corporate image. Aging data centres are structurally outdated and inefficient, costing thousands — if not millions — of dollars extra to maintain each year.

IDC uses a data centre taxonomy which is based on the floor size of the facility and the types of security and redundancy employed. The first category, the server room, is a secondary computer location that is usually under IT control. These sites are typically less than 50 square metres and have some power, cooling and security capability. Server rooms offer significant opportunity for streamlining due to their large numbers. IDC research reveals that nearly 20 per cent of surveyed businesses have more than 10 server rooms.

Localised data centres could either be a primary or secondary location, usually less than 100 square metres, requiring badge or pin access. They have some power and cooling redundancy to ensure constant temperatures. Data centres exhibit economies of scale; the larger the facility the cheaper it is to run equipment. In a localised data centre, 41 per cent of the capital outlay goes to building design and construction. That number drops to 15 per cent for enterprise class facilities.

The next two data centre taxonomies are what we typically think of when someone says “data centre”. A mid-tier data centre is the primary server location for an organisation. It is a large room, but often less than 500 square metres. It has superior cooling systems that are redundant and protected by levels of physical and digital security.

Finally, there is the enterprise class data centre, which is not common in Australia. An enterprise class data centre is, in most cases, the primary server location for an organisation. It is very often in excess of 500 square metres and has advanced cooling systems, redundant power and is protected by multiple levels of physical and digital security. Enterprise class facilities are expensive to run, with nearly 30 per cent costing up to $US500,000 per month in operating costs.

The US-based Uptime Institute categorises data centres by the amount of downtime they experience using a numbered tier system from 1 to 4, with 4 being the best. IDC research shows that a third of the enterprise data centers and close to that across other data centers are categorised as tier 4, and another 34 per cent as tier 3, which is quite impressive and a hallmark of the mature market in Australia.

Data centres are capital intensive facilities that require large operating budgets to maintain. Australia has some of the oldest data centres in the Asia Pacific region, which is significant in that old data centres are more expensive to maintain, less reliable and often unable to cope with the demands placed on them by modern servers and storage.

Despite their age, IDC research shows that very few CIOs (less than 10 per cent) intend to build a new facility. The reason for this is cost, with new facilities ranging upwards of $10 million for localised facilities and more than $100 million for enterprise class centres. Instead of building new facilities, CIOs are looking for ways to upgrade and refit their existing data centre.

In response to customer demands, vendors are ramping up offerings and introducing new technologies for data centres. IDC recognises four levels of solutions which customers are using to address their power and cooling issues:

1. **System**: Solutions at the system level run a wide gamut, from processor to software. Server solutions include low-voltage processors and memory, processors with power throttling capabilities and improved power supplies. IDC also includes server virtualisation, as well as power management software, in this category.

2. **Rack**: Rack-level solutions include blanking panels and reducing/arranging the cables to improve air flow through racks; network sensors to monitor and provide alerts for temperature, humidity, brownouts and blackouts, heating, ventilation, and air conditioning loss et cetera; and rack enclosures and supplemental cooling units that are situated overhead, next to, in front of, or behind the rack such as in row cooling.

3. **Room**: This category encompasses solutions around the layout, design and infrastructure in datacentres, including hot/cold aisles configuration and hot/cold aisle containment, heating ventilating, and air-conditioning (HVAC) system modernisation, cabling reduction/floor plenum cleanout, and even the build-out of new space.

4. **Services**: Power and cooling services are part of a broad set of data centre services that include energy efficiency analysis, computational fluid dynamics, thermal assessments and thermal zone mapping, architectural and engineering design services and even data centre co-location or hosting.

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Has the current global economic situation caused your organisation to take any of the following actions concerning your data centre?

- Postpone plans to redesign or build a new data centre
- Increase consolidation or virtualisation efforts
- Outsource some or all of the data centre needs
- Spend less on servers and/or storage
- Invest in solutions that drive down the ongoing operational cost of the data centre
- Invest in solutions that drive down the capital expenditure of the data centre
- Look at pay-per-use models such as software-as-a-service to reduce costs

SOURCE: IDC
2009 priorities for Australian data centres

- **Consolidation/server virtualisation - create more space**
- **Invest in better management and/or automation tools**
- **Enhance power provisioning in the datacenter**
- **Install better cooling systems to reduce the operating temperature**
- **Deploy solutions to measure & reduce power consumption in the datacentre**
- **Redesign/rebuild existing datacenter or build new datacentre**
- **Consider outsourcing/colocating some or all of my datacentre**
- **Other**

- **54%**
- **15%**
- **11%**
- **8%**
- **5%**
- **1%**
- **2%**
- **4%**
We’ve all seen the statistics about the global growth of data. We’ve seen Australian home broadband penetration rates. And right now, we are watching the ascendancy of smartphones and netbooks. The people want to go online, they want content, they want to interact with each other, they want to play and they want to use the Internet at home for the things we won’t let them do at work. That’s the demand side of the equation and it is most definitely increasing.

On the supply side of the equation, the servers we have are escalating in computing power, but take up the same space (or less) than those from even five years ago. This means that the power-density of kit has increased. This increase in power-density is also accompanied by an equivalent rise in the need for cooling. Our data centres are stuffed full of hot, hungry, hardware. McKinsey claim that data centres typically account for 25 per cent of an IT department’s budget and that the cost of running data centres is increasing at 20 per cent per year. Obviously, these trends cannot continue because energy is becoming increasingly expensive. That’s the supply side of the equation.

So, how are we going to meet the increasing demand for computing and network connectivity, in the face of rising energy costs?

The answer is that data centres need to become centres of excellence in delivering cost effective computing power. I can say ‘cost effective’ instead of ‘energy efficient’ in that sentence because, with rising energy costs and some form of emissions trading on its way, they will come to mean the same thing.

But this raises another question — what’s going to happen to data centres in Australia when the NBN starts rolling out? There will be a substantial requirement for data centres as part of the supporting infrastructure. But there will also be a second wave of demand for data centres when people start using the increased capacity they get from fibre connectivity. The demand for data centres is only going to increase.

We’re at a crossroads right now. We can see the swelling demand for data centres and we know that carbon emissions are already carrying a cost, whether we peg it to a dollar value, or not. We have an opportunity to start developing and delivering data centres which are innovative and have a small carbon footprint. If we’re clever about this we could export our technology and expertise to the rest of the world. Only a quarter of the world’s population is yet online. The demand for data centres is only going to increase.

Why would we massively increase the number of data centres in Australia without explicit planning for extreme energy efficiency? Sure, it will absolutely have upfront costs. But it would be a gross failure of governance to not take this seriously. There’s just too much money to be made in saving the planet for us to ignore this opportunity. The demand for data centres is only going to increase.

Is Australia’s ‘green era’ about to begin in earnest?

Data centres need to become centres of excellence in delivering cost effective computing power, says IBRS advisor, James Turner

“Our data centres are stuffed full of hot, hungry, hardware”
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Data centres unbusted by dust

Storm may have rained down dust but customer servers powered on

Tim Lohman

IT BLEW IN FROM OUT OF TOWN IN LATE SEPTEMBER. Massive, swirling and suffocating most of the east coast of Australia. It was the largest dust storm in recorded history and a once-in-a-decade event.

Were we prepared? Socially, perhaps not. Thankfully, most data centre providers reported customer servers came through unscathed.

Aidan Tudehope, managing director of hosting for Macquarie Telecom, said the Macquarie Hosting data centre in Sydney had not experienced any adverse affects from the dust storm.

“The Macquarie Hosting data centre in Sydney is operationally equipped for air quality issues,” Tudehope said. “We predominantly recycle air for cooling purposes and our air conditioners have filtration systems to remove any dust particles from the air.”

With reliability being obviously critical to customers, the hosting company has also undertaken precautionary measures to ensure service levels are maintained.

“We shut-off external mechanical ventilation systems to prevent dust entering the environment,” Trudehope said. “Staff were on heightened alert for any issues in the facility and a response plan was in place.”

Primus Telecom also wasn’t taking any chances, despite being based in Melbourne.

“Our computer room fresh air intake is filtered and an air-conditioning technician was on-site all day yesterday ensuring that the intake filters servicing the building did not clog,” the team told Computerworld.

“Air-conditioning units coils were inspected during the day for build up of dust. Our computer rooms also have positive pressure to exclude dust ingress from within the building as well as sticky mats at ingress points.”

Although dust may strike many as being cause for little concern, the
Primus team advise that, depending on the chemical makeup, dust particles have the potential to be electrically conductive and may cause more than a server fault.

“[It is always recommended to power down any affected servers or infrastructure, disassemble them to their component/module level and clean them in a clean, anti-static environment,” said team members. “Particular care should be taken to ensure all fans and heat-sinks are cleaned and all fan bearings are checked for reliability.”

The team advises smaller organisations who may be managing their own data centre facilities to always ensure that all air filters within cooling systems are regularly checked and cleaned or replaced as per manufacturers guidelines at a minimum.

Any room or environment that encloses server equipment should be sealed where possible, with positive pressure to exclude dust ingress from within the building and use sticky mats at ingress points.

Loren Wiener, product manager, data centres and hosted solutions at NEC Australia, said there had been no impact to its Queensland Polaris data centre as a result of the dust storms.

“NEC data centres weren’t impacted because of the quality of our filtering system and also because of the newness of the system — as with any technology, newer data centres naturally have the best protective mechanisms built in,” he said. Wiener said depending on the age of the data centre in question, filtering — especially under load — could cause issues.

“Some data centres have fresh air vents and those data centres need to be particularly conscious of the filtering as they are constantly taking in fresh air and many of the particles that enter with it,” he said.

“The filters that are used at the new Polaris data centre have a very tight granularity and prevent small particles from entering the equipment. The majority of air filters are mainly to catch larger particles like small stones and leaves for example.”

Cliff Holden, principal advisor data centre at data centre design company Strategic Directions, said that not only could dust and dirt contamination significantly increase the cost of cleaning air filters and physical traffic areas, but also had the potential to void warranties on major pieces of equipment that require air quality monitoring.

“Dust could trigger a false alarm on some fire systems — a very bad outcome if that is a water based system, very expensive for gas dump and could result in an unnecessary visit from the fire brigade and associated costs,” he said.

Holden said there were several basic steps those operating their own, smaller data centres could take to protect against dust. Ensure all data hall areas have positive air pressure to ensure no dust egress when doors are opened, implant ‘high efficiency particulate air’ (HEPA) filters on fresh air intakes and ensure there is a strict cleaning regime in place.

“Look for ways to prevent foot traffic bringing dust inside the building or floors through the proper use of sticky mats, damp mopping and HEPA filtered vacuum cleaning,” he said.

Those currently designing a data centre should consider using ‘very early warning fire detection’ (VESDA) in fresh air intakes, factor airlocks and interlocked entry pods into the design and consider mechanical air dampers with the ability to turn off air intakes.

“The data centres we design follow the design philosophy of the air quality of a hospital environment so that it is constantly architectured out during the entire design and construction phase,” Holden said. 

» computerworld.com.au/datacentre
Three steps to selecting the right co-location provider

Galen Schreck from Forrester Research provides advice on selecting your co-location provider

CO-LOCATION CAN BE AN ATTRACTIVE OPTION for companies that are low on data centre capacity or need additional sites for disaster recovery purposes.

Selecting a co-location provider, however, can be a daunting task because there are many different factors to weigh in your decision-making process. If you break it down into three broad steps — choose your location, choose your provider type and evaluate vendor resiliency — you will be able to build a provider shortlist fairly painlessly.

Step One: Choose Your Location

To choose the best location for your colocated data centre, consider the following factors:

» What area has the lowest risk?
Consider natural threats as well as man made threats. Consult government agencies or your insurance company; both maintain maps of natural disasters and major transportation hubs.

» How far from your corporate office are you willing to locate the data centre?
If you use outsourced IT services, you can locate a data centre anywhere. If not, most companies choose a co-location provider near their business location to allow easy access for technical staff.

» What is the cost of power and real estate?
The cost of real estate, capital improvements and power are all factored into the price. If at all possible, consider industrial suburban locations over high-rises and target locales with lower utility rates.

Step Two: Select the type of provider — wholesale or retail

Wholesalers want larger customer with long-term needs. They offer longer lease terms (about 5-15 years), sometimes with the option to renew at a predictable rate. Wholesalers usually pass along their actual power costs, offer few managed services and allow you to customise your space.

Retailers want customers looking for smaller spaces and managed services. You can lease as little as part of a rack to several cages that hold multiple racks. Retailers offer shorter leases (about one to two years) with no renewal options. Telecom providers sometimes offer collocation services, usually in the manner of a national retailer, although they are often not network neutral.

Step Three: Evaluate The Provider’s Resiliency

Once you have a shortlist of providers, look under the hood to see if their facility will satisfy all of your resiliency requirements. Make sure that the vendor has:

» A stable business model and is well established.
Data centre migrations are disruptive, so you want a stable, long-term partnership with your co-location provider. Find out who actually owns the facility that you’ll be located in.

» The ability to deliver guaranteed capacity, today and tomorrow.
Check that your provider will guarantee the number of kilowatts that you can deploy within your leased space and that the data centre’s capacity has not been oversubscribed.

Galen Schreck, is a principal analyst in the global IT Infrastructure & Operations team at Forrester Research. For a complimentary copy of Retrofitting Your Data Centre For Better Capacity, visit www.forrester.com/datacentre
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**TARGET MARKET:** EMC works with organisations around the world, in every industry, in the public and private sectors, and of every size, from startups to the Fortune Global 500. Our customers include banks and other financial services firms, manufacturers, healthcare and life sciences organisations, Internet service and telecommunications providers, airlines and transportation companies, educational institutions, and public-sector agencies. EMC also provides technology, products, and services to consumers in more than 100 countries.

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**Equinix**

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Equinix’s network-neutral IBX centres foster interconnection, open or private data exchange and commerce between networks, online businesses, digital media companies, enterprises, financial institutions and content providers. We offer direct interconnection to the largest aggregation of networks in the industry. Over 300 networks have established a strategic presence at Equinix locations all over the globe. More than 90 per cent of the world’s Internet routes run through our veins. Businesses can grow and evolve with confidence, thanks to our world-class reliability and network diversity.

**FACILITIES:** Equinix IBX centres provide the highest level of physical security, power availability and infrastructure flexibility. From high-density power and cooling requirements to the design of data centre installations, our people add value to the way our customers do business.

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**Micron 21**

**HEAD OFFICE:** Kilsyth, Victoria 3137

**CONTACTS:** Sales manager, sales@micron21.com, 1300 769 972.

Micron21 Melbourne Data Centre has been founded on the philosophy of delivering high quality services with quick proactive turn around times to clients who require affordable and security-oriented data centre services.

Micron21 offers fully managed services including co-location, dedicated and virtual servers, remote backup, business web hosting and custom solutions specifically tailored to meet individual client’s needs. Micron21 manages a dedicated and secure fibre optic network which spans right across Melbourne providing multiple points of presences.

**HISTORY:** Founded in 2001 and owned by RA Printing, Micron21 has grown from a reseller status to become a fully fledged data centre based in the outer east part of Melbourne. We control and own the entire infrastructure, enabling us to provide fully managed cost effective services with the flexibility to provide custom solutions tailored to each individual client no matter how big or small.

**TARGET MARKET:** Micron21 holds a niche position in the market, especially supporting small to medium sized businesses with large data and other support requirements. Our clients benefit from an extremely fast, secure and redundant network complemented by superior individual customer service and support available 24/7.

**PLATFORMS:** Cisco, Juniper, Dell, Fujitsu, HP.

**PRODUCTS:** Rack mount server co-location at a single server level, combined with high bandwidth requirements specifically for businesses that require co-location for 1RU and 2RU servers. Dedicated and virtual servers with high bandwidth requirements combined with fully managed services if required. Professional domain and business website hosting for resellers combined with professional support. Disaster recovery services for clients who require geographical separated services linked via a dedicated layer 2 network. 24 hour fully managed support for all layers of technology throughout our infrastructure.
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**CONTACTS:** 1800 668 355

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**HISTORY:** Founded in 1983 and trading on NASDAQ under NOVL, Novell employs 3,900 people worldwide. Headquartered in Waltham, Massachusetts, Novell has more than 100 offices around the world.

**TARGET MARKET:** Varied market segments.

**PLATFORMS:** HP, Intel, Microsoft, CSC, Ericsson.

**COMPETENCIES:** Mixed IT environments. With a combination of the best-engineered and most interoperable Linux and IT management software, we lower cost, complexity and risk across platforms. Our internal team and is complemented by a community of open source developers and our partnerships.

**PRODUCTS:** Data Centre: Enterprise Linux servers, virtualisation and workload management, business service management. End user computing; Collaboration, endpoint management. Identity and security: Identity and access management, compliance management.

**DIFFERENTIATORS:** Novell lets you turn your data centre into a future-proof foundation for business growth.

**WEB:** www.novell.com/solutions/data-centre

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Polaris Data Centre

**HEAD OFFICE:** Polaris Data Centre, 11 Mary Mackenroth Lane, Parkside 15 Barry Alexander Drive, Springfield Central, Queensland 4300.

**CONTACTS:** Chris Schroor, c.schroor@springfieldland.com.au, (07) 3819 9913.

The Polaris Data Centre reached practical completion on 30 January 2009 and is widely regarded as Australia’s leading, most modern, highly secure, purpose-built, Tier 3+ data centre. The facility is unique in delivering an N+2, high availability solution that is reinforced with a service level agreement assuring a class leading 99.99% availability.

The Tier 3+ rating demonstrates a concurrently maintainable, high security, high availability (N+2) facility. High efficiency power and cooling systems deliver significant green IT benefits and a direct sub-lease with the landlords enables direct access to the Polaris SLA. Facility is designed and built to deliver a DSM compliant intruder resistant perimeter, monitoring electricity usage to the rack level and separate and related metering.

**SERVICES:** High security facility, 6,993m² of raised floor, biometric man-traps, CCTV surveillance and logging, scalable redundant power and cooling capacity ranging from an average 800W/m² to 1500W/m², with support for high-density rack solutions up to 60kW/rack, N+N power and N+2 cooling as the base configuration to all raised floor areas. High floor loading support with 1600kg/m² slabs and 1500kg/m² raised floors, high availability power and cooling with a design nominal 99.99% availability and contracted SLA for 99.99%, UPS support, N+1 redundant fire suppression system with VESDA detection, redundant building management system; 48 hours onsite storage of diesel and water, two-stage secure loading bay and truck trap, 24x7 security and facilities management. Design has been reviewed and independently audited for the security and availability requirements of a major banking / financial institution and the Australian government.

**DIFFERENTIATORS:** Purpose designed and built.


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Virtual Offis

**HEAD OFFICE:** Level 3, 55 Pyrmont Bridge Rd, Pyrmont, NSW. 2009.

**LOCATIONS:** DR site, 39 Herbert St, St Leonards, NSW, 2065.

**CONTACTS:** Sales, sales@offis.com.au, (02) 9776 2300; Operations, ops@offis.com.au, (02) 9776 2300.

We’ve built a reputation on service that exceeds expectations. For a flat monthly fee we provide IBM servers, Cisco networking infrastructure and the latest security, monitoring and management technologies.

**HISTORY:** We started as a BBS/ISP in 1992 and registered as Offis Pty Ltd in 1997. In 2006, a second data centre was brought online to deliver automated failover for disaster recovery and geographical load balancing. In 2008, we launched the www.VirtualServer.com.au with high availability and fault tolerance.

**AWARDS:** We have been awarded VISA Best Practice Champion. We helped Hamilton Island migrate its site to our infrastructure after it crashed because of the inquiries for The World’s Best Job promotion. We host the Vodafone store doing the iPhone launches. We have helped Secure Parking achieve PCI compliance.

**SERVICES:** Our data centre is a utility grade facility with dual phase un-interruptible power supply, redundant mains, battery backup and diesel generators, electrical fault, ionisation, fire and smoke detection. We provide 24x7 security, CCTV surveillance throughout the building. Proximity readers and electronic access control.

**PRODUCTS:** Dedicated IBM servers, virtual servers, complex hosting with load balancing, DR site with auto-failover.

**DIFFERENTIATORS:** Service! We’ve built a reputation on exceeding expectations. Complex hosting solutions that require hardware load balancing and clustering. Cisco Global Site Selectors for automated failover to a secondary data centre or for geographical load balancing. Database mirroring and file synchronisations. Fixed monthly fees for IBM servers, Cisco networking and unmetered Internet bandwidth. We assist you to comply with PCI. We can support IBM I (formally System I or AS/400).

**WEB:** [www.virtualoffis.com.au](http://www.virtualoffis.com.au)
VMware

HEAD OFFICE: 3401 Hillview Ave, Palo Alto, California, 94304, USA.
LOCATIONS: Level 29, 201 Elizabeth Street, Sydney, NSW, 2000.
CONTACTS: (02) 9293 5600

VMware is the global leader in virtualisation solutions from the desktop to the data centre. Customers rely on VMware to reduce capital and operating expenses, ensure business continuity, strengthen security and go green. With 2008 revenues of $US1.9 billion, more than 150,000 customers and more than 22,000 partners, VMware is one of the fastest growing public software companies. VMware is majority-owned by EMC Corporation.


TARGET MARKET: Desktop to data centre

PRODUCTS: Trusted by the most demanding data centres in the world, VMware technology creates a virtualised environment with the performance and reliability needed to run all your business-critical applications. Deliver high availability, allocate resources dynamically, and automate management of applications and hardware with VMware virtualisation. Business continuity and disaster recovery — keep your data centre ‘always on’ and deliver cost-effective high availability.

Increase hardware utilisation, lower power consumption and reduce your capital and operating costs through VMware virtualisation. VMware vSphere is the industry’s first cloud operating system, transforming IT infrastructures into a private cloud — a collection of internal clouds federated on-demand to external clouds — delivering IT infrastructure as a service. Enable the next generation of flexible, reliable IT services with the efficiency and low cost of cloud computing — featuring control over service levels. Dynamically allocate and balance computing resources with VMware DRS. Move running virtual machines and virtual machine disks from one physical server to another with VMware VMotion and Storage VMotion. Achieve the highest levels of efficiency, automation, simplicity and security in managing a virtualised IT environment with VMware vCenter Server. VMware vCenter Site Recovery Manager makes the deployment of disaster recovery plans rapid, reliable and manageable.
Data centers move as fast as business when physical and virtual workloads work as one.

With PlateSpin® workload management solutions from Novell®, what business wants right now, your data center can deliver right now. A single suite of products centrally monitors, manages and optimizes physical and virtual servers for you, automatically shifting workloads to the right server at the right time. Improve server utilization, reduce costs and make your data center more agile so you can respond to business demands in real time. Let us make IT work as one for you.

www.novell.com/workload
3Com
www.3com.com

HEAD OFFICE: Level 6, 199 George Street,
Brisbane, Queensland, 4000, Australia
CONTACTS: Claire Palmer,
claire_palmer@3com.com, 0408 660 863
3COM Corporation is a $1.3 billion global enterprise networking solutions provider that
sets a new price/performance standard for customers. The new 3Com has three global
brands — H3C, 3Com, and TippingPoint — that offer high performance networking
and security solutions to enterprises large and small. The H3C enterprise networking
portfolio, a market leader in China, includes products that span from the data centre to
the edge of the network, while TippingPoint network-based intrusion prevention systems
and network access control solutions deliver in-depth, no-compromise application,
infrastructure and performance protection.
HISTORY: 3Com has been a major contributor to
the development of enterprise networking since the
invention of Ethernet in the 1970s by 3Com’s founder.
TARGET MARKET: Enterprise networking and small
and medium enterprise (SME) across all verticals.
PRODUCTS: The H3C portfolio serves networking needs
from the network edge to the data centre with switches,
routers, wireless, security and management solutions. 3Com’s TippingPoint intrusion prevention systems are
the recognised leaders in network security, delivering
in-depth application, infrastructure and performance protection. The TippingPoint IPS safeguards even the
most active mobile users, stopping viruses, worms, Trojans and spyware before they can disrupt
business and drive up costs. 3Com has long served
the unique networking needs of SMEs with a complete
portfolio of switches, routers, wireless, security, network
management and IP telephony products. Whether
an organisation has five or 500 people, 3Com has the
data- and voice-networking products to deliver
the connectivity, reliability and security needed to
achieve their business objectives. 3Com works with the
industry’s best channel partners to bring the benefits of
its SME portfolio.

Hallam OzConnect
www.hallamracks.com

HEAD OFFICE: 9 Lakewood Boulevard, Carrum Downs,
Victoria 3201.
LOCATIONS: U1, 26 Crockford Street, Banyo,
Queensland 4014; U10, 24 Vore Street
Silverwater, NSW, 2141.
CONTACTS: Sales, sales@hallamracks.com, (03) 9788
5300; Sydney Sales, sydinfo@hallamracks.com, (02)
9648 3955; Brisbane sales, brisinfo@hallamracks.com,
(07) 3266 5888.
Hallam OzConnect is a leading Australian
designer and manufacturer of 19-foot racks,
cabinets and associated accessories for use
in the IT, network, telecommunications and
data centre infrastructure markets. Vendor
neutral rack solutions, cable management
solutions, networked managed power units,
environmental management and UPS.
Design and installation of data cages for secure
segregation of customers equipment. Hallam also
manufacture a range of specialised telco and IT patch
leads to Australian standards both in copper and fibre
media. Facilities include manufacturing in Melbourne
and Brisbane and warehousing in Sydney and Brisbane.

Rapid5Distribution
www.r5d.com.au

HEAD OFFICE: North Ryde, New South Wales, 2113.
CONTACTS: Sales, sales@r5d.com.au,
0451 370 700
A key partner with Rittal Australia,
Rapid5Distribution provides a sustainable
supply chain for Rittal RiMatrix5, high
end data centre infrastructure solutions. A
new company with multiple staff resources
that each have more than 25 years in the
Australian IT Industry, specialising in critical
space integration solutions.
HISTORY: The future belongs to those who have visions
and have the courage and dedication to turn them into
reality! Following this paradigm our group of companies
has developed since 1961. Rittal now have more than
70 manufacturing locations around the world and with
over 11,000 employees.
TARGET MARKET: Rapid5Distribution is a company
that was formed to offer comprehensive supply and
service to data centre professionals and Australian
resellers.
COMPETENCIES: Rittal is your top supplier worldwide
for innovative enclosure and housing technologies from
A to Z. Nineteen high-tech-production facilities around
the world, more than 60 international subsidiaries, 22
delivery centres in Germany, more than 150 worldwide.
More than 70 international agencies. Over 10,000
standard products available immediately.
FACILITIES: With warehousing in each state across
Australia and New Zealand, Rittal and Rapid5Distribution
will offer local and direct contact to our partners. Time
is money for RSD reseller partners. Tight schedules for
the implementation of complex projects call for carefully
timed deliveries and absolute flexibility from all those
involved.
PRODUCTS: High density data centre installations,
racks, cooling, power, security and monitoring. Managed
services via intelligent software associated with asset
management as well as high level monitoring of power
and cooling solutions.
DIFFERENTIATORS: Authorised Solutions Partner
(ASP) Program.
Datapod
www.datapod.com.au

HEAD OFFICE: 6/28 Eyre Street, Kingston, 2611
CONTACTS: APC Datapod sales manager, adam.smith@apcc.com, 0262989337; Datapod general enquiries, enquiries@datapod.com.au, 1300724405.
Datapod is a leading engineering and solution provider of energy efficient data centre infrastructure products, professional services and technical support. Datapod has experience in overcoming the problems and pitfalls that befall typical data centre projects: Custom-engineering and the associated risks, delays and costs, as well as the lack of flexibility demonstrated by typical data centre facilities.

Datapod’s specialised expertise bridges the knowledge gap between today’s IT infrastructure requirements and best-practice data centre Site Infrastructure solutions. In 2009, Datapod launched an expert system of data centre infrastructure modules with the aim of eliminate many of the traditional barriers faced by companies wishing to deploy new data centre capacity. The Datapod system of data centre infrastructure components provides a comprehensive Site Infrastructure solution that includes all plant and equipment necessary to deliver a turn-key data centre facility. The Datapod system delivers the benefits that come from quality prefabrication and efficiencies from factory preassembly while avoiding the risk of delays and budget blowouts typically associated with customised construction projects. You only buy the components that you need when you need them with attractive leasing options.

HISTORY: Datapod is based in Canberra and was established in 2007 to fill a gap in the Australian market for next generation data centre engineering expertise. Building on its core competencies in electrical and mechanical engineering, Datapod began designing and building turn-key data centre solutions in 2008. Datapod became Australia’s leading APC system integrator in 2009 and has since joined a small and distinguished group of companies to be awarded Strategic Partner status by APC.

Raritan
http://raritan.com.au

HEAD OFFICE: Suite 707, 566 St Kilda Road, Melbourne, Victoria 3004.
CONTACTS: Sales, sales.au@raritan.com, (03) 9866 6887.
Raritan is a leading global provider of enterprise-class IT infrastructure management solutions that provide IT organisations with a range of tools to control, manage and optimise data center productivity and efficiency.

PRODUCTS: Raritan’s intelligent power and energy management solutions allow data center operators to control access and power devices and activities. It also lets you maintain accurate, real-time views of your data center servers, blades, virtual servers, applications, data networks, IP addressing space and cabling. It also provides up-to-the-minute views of your centre’s power consumption, heat dissipation, raised floor space and rack elevations. CommandCenter Secure Gateway helps control access and power devices and activities. It also provides security management through AES encryption and flexible authentication options.

CERTIFICATIONS: Member of the Green Grid, Climate Savers Computing Initiative and the Leadership in Energy and Environmental Design associations. Recently recognised by the EPA for contribution to the agency’s data center initiative.

APC
www.apc.com

HEAD OFFICE: Level 13, 65 Berry Street, North Sydney, NSW 2060
CONTACTS: Sales and technical support, 1800 625 725; General, (02) 8923 9300.
APC by Schneider Electric, a global leader in critical power and cooling services, provides industry leading product, software and systems for home, office, data centre and factory floor applications.

APC delivers well planned, flawlessly installed and maintained solutions. APC solutions include uninterruptible power supplies (UPS), precision cooling units, racks, physical security and design and management software, including APC’s InfraStruXure architecture, management solution and MGE’s Galaxy uninterruptible power supply (UPS) solution for your critical data centre, industrial applications and telecommunications.

APC industry leading R&D investment re-defines how data centres are built. APC offers an innovative solution with its InfraStruXure architecture. Modular, scalable approach allows data centre managers to pay for only what they use. Capacity management allows for decision making on where it is possible (from a space, powering and cooling standpoint) to install the next IT equipment and, on the cooling side, offers a dedicated in-row and heat-containment systems.

HISTORY: In 2007, Schneider Electric acquired APC and combined it with MGE UPS Systems to form Schneider Electric’s Critical Power & Cooling Services business unit. Schneider Electric has 114,000 employees and operations in 100 countries.

Managed service providers

Access Networks
www.accessnetworks.com.au

HEAD OFFICE: Suite G01, 320 Harris Street, Pyrmont, New South Wales 2009.
LOCATIONS: Suite 713, 1 Queens Road, Melbourne, Victoria, 3004.
CONTACTS: Glen Hastings, (02) 9818 0800
glen.hastings@accessnetworks.com.au
Access Networks & Communications is a specialist provider of technology management, data centre and data communications services.
HISTORY: Operating since 1999, Access Networks, in partnership with its sister company, Indicium Technology Group, offer infrastructure management solutions. Partnering with all of the major vendors, we design, install and manage the core IT&T components that support your business objectives.
TARGET MARKET: Small to medium corporate (50-500 seats). We have specific expertise in the finance and trading industry as well as manufacturing, warehousing and distribution.
PLATFORMS: Global Switch, Equinix, Indicium Technology Group, MessageLabs, Microsoft, Cisco, Citrix, VMware, Riverbed, IBM and HP.
COMPETENCIES: Data centre facilities, infrastructure design and management, infrastructure on demand, managed WAN and Internet, disaster recovery, helpdesk, voice over Internet protocol (VoIP) and remote access.
FACILITIES: The Global Switch facility in Ultimo, Sydney has a Tier 3+ rating from the UpTime Institute and is designed for an availability rating of power plus environmants at 99.999 per cent. Indicium maintains 24x7 operational control across the facility. Key features include a highly secured controlled environment, redundant power and cooling, 24x7x4 monitoring and secured access, very high speed connectivity.
PRODUCTS: Data Centre Services. Global Switch and Equinix presence.
DIFFERENTIATORS: Enterprise grade data centre solutions to mid tier firms. Our team will work with you to create the ideal environment to accommodate network and telephony infrastructure, server platforms, software as a service (SaaS) and any other application delivery requirement.

Conexim
www.conexim.com.au

HEAD OFFICE: Ultimo, NSW, 2007
CONTACTS: Sales, info@conexim.com.au, 1300 133 900
Conexim is one of the longest established and most respected managed hosting providers in Australia, servicing a range of Fortune 500 companies, APAC centres and local corporate and government clients being an Australian Government Endorsed Supplier for Managed Hosting services.
It is furthering its commitment to delivering quality hosting services by undergoing certifications in ISO 9001 (Quality Management) and ISO 27001 (Information Security Management). Conexim operates a geo-diverse, redundant Tier 1 hosting environment, with a high performance network providing efficient access to all major carriers and smaller ISPs alike, delivering low-latency, high-bandwidth access to applications.
TARGET MARKET: SME, corporate and government.
AWARDS: Several awards over the years, from the Top 10 global dedicated server provider to the most popular Australian dedicated server provider.
PLATFORMS: Leading hardware and infrastructure partners, Linux and Windows operating system platforms and VMware virtualisation and cloud hosting technologies.
COMPETENCIES: Managed dedicated and virtual hosting. High availability, load balanced application clusters. Virtualised platforms and Cloud Hosting. Security, backup and DR.
PRODUCTS: Managed dedicated and virtual hosting. High availability, load balanced application clusters. Virtualised platforms and Cloud hosting. Security, backup and DR.
DIFFERENTIATORS: Finely-tuned infrastructure and processes allowing an optimally-sized company to provide truly impeccable support.
CERTIFICATIONS: Government Endorsed Supplier for Managed Hosting services. SAS70 Datacentre certification.

Harbour MSP
www.harbourmsp.com.au

HEAD OFFICE: Global Switch, 400 Harris Street, Ultimo, NSW, 2007
CONTACTS: Andrew Hardy, ahardy@harbourmsp.com, (02) 9563 2700.
Harbour MSP is a data centre service provider specialising in high availability, co-location, communications and IT infrastructure managed services. Awarded panel placement in the Interim and Immediate Data Centre requirements for the Federal Government.
HISTORY: Established in 2003, Harbour MSP, works in conjunction with its parent company Frontline Systems Australia and partner Global Switch.
TARGET MARKET: Local and multinational clients across industries such as telecommunications, banking, logistics and e-commerce.
PLATFORMS: Vendor neutral, any operating system environment. Support for HP, IBM, Sun and Dell equipment. Other hardware platforms are available upon request.
COMPETENCIES: Full suite of managed services within the Global Switch, Sydney and Singapore.
FACILITIES: Availability rating of power plus environments at 99.999 per cent. Access flooring designed to accommodate 600mm clear depth, two 33kV cable feeds from switching station with two 33/11kV transformers. 11kV cabling reticulated to transformers on each level, arranged in parallel redundant configuration. Power of up to 1000 Watts/ m² plus power for air conditioning plant with cable and transformer capacity for 1000W/m² on any floor. Constant 22°C +/- 1°C. Three-stage fire detection system. Full CCTV coverage, 24x7 manned security and intrusion detection alarms.
PRODUCTS: Co-location, fully managed infrastructure, managed network, managed storage, professional services.
DIFFERENTIATORS: Tier 3+ facility, contractual flexibility, custom designs, high density racking, international presence, carrier neutral, uncontended network with BGP failover.
CERTIFICATIONS: Microsoft Gold Partner, ISO20000 compliant.
WEB FUNCTIONALITY: Customer portal login.
Telarus
www.telarus.com.au

**HEAD OFFICE:** Level 1, 61-63 Camberwell Road, Hawthorn East, Vic, 3123
**CONTACTS:** Jules Rumsey, jules.rumsey@telarus.com.au, 1300 368 521; Graeme Smith, graeme.smith@telarus.com.au, 1300 368 521
Sales, sales@telarus.com.au, 1300 788 848

Telarus is one of Australia’s most trusted providers of telecommunications and managed IT infrastructure services to small, medium and large enterprises. Your one-stop data solution is delivered via our international MPLS network. Being carrier agnostic, Telarus delivers all leading access technologies including fibre via relationships with the most respected carriers across Australasia. Add to this dedicated Account Management and 24x7 Network Operations Centre and you’ll see why more customers choose Telarus.

**HISTORY:** Established in 2001, Telarus has emerged as a leading provider of Managed Private IP network solutions to the SME market. In 2008 through partnerships with EMC, IBM and VMware Telarus launched Telarus Virtual Server, a very robust, high performance hosting platform.

**TARGET MARKET:** All businesses 20-1000 seats.

**AWARDS:** 2008 winner of the national Acomms Award for Customer Service Excellence. Best Communications Initiative - Small Business at the 2009 ATUG awards.

**PLATFORMS:** IBM BladeCentre server platform, EMC Clariion SAN platform and VMware’s ESX hypervisor.

**PRODUCTS:** Managed hosting and co-location, disaster recovery solutions, managed private IP VPN, business and premium internet, managed firewall, back-up, proxy and antivirus, business voice, mobile and 3G mobile VPN.

**DIFFERENTIATORS:** The Telarus Virtual Server platform has access to the Internet via Telarus fault tolerant Tier -1 Internet backbone connections in addition to high speed access to Telarus Virtual Private Networks (VPNs). You can opt to include the Telarus Managed Firewall, with hardware accelerated performance, flexibility of multiple VLANs (Internet, DMZ and VPN), secure remote access via IPSEC and PPTP and pass-through authentication (via your Windows Domain Controller).

Virtual Offis
www.virtualoffs.com.au

**HEAD OFFICE:** Level 3, 55 Pyrmont Bridge Rd, Pyrmont, NSW, 2009.
**LOCATIONS:** DR site, 39 Herbert St, St Leonards, NSW, 2065.
**CONTACT:** Sales, sales@offs.com.au, (02) 9776 2300; Operations, ops@offs.com.au, (02) 9776 2300.

We’ve built a reputation on service that exceeds expectations. For a flat monthly fee we provide IBM servers, Cisco networking infrastructure and the latest security, monitoring and management technologies.

**HISTORY:** We started as a BBS/ISP in 1992 and registered as Offis Pty Ltd in 1997. In 2006, a second data centre was brought online to deliver automated failover for disaster recovery and geographical load balancing. In 2008, we launched the www.VirtualServer.com.au with high availability and fault tolerance.

**AWARDS:** We have been awarded VISA Best Practice Champion. We helped Hamilton Island migrate its site to our infrastructure after it crashed because of all the inquiries for The World’s Best Job promotion. We host the VodaFone store doing the iPhone launches. Helped Secure Parking achieve PCI compliance.

**FACILITIES:** Utility grade data centre facility with dual phase un-interruptible power supply, redundant mains, battery backup and diesel generators, electrical fault, ionisation, fire and smoke detection. We provide 24 x 7 security guards on site, CCTV surveillance throughout the building. Proximity readers and electronic access control.

**PRODUCTS:** Dedicated IBM servers, virtual servers, complex hosting with load balancing, DR site with auto-failover.

**DIFFERENTIATORS:** Service! Complex hosting solutions that require hardware load balancing and clustering. Cisco Global Site Selectors (GSS) for seamless automated failover to a secondary data centre or for geographical load balancing. Database mirroring and file synchronisations. Fixed monthly fees for IBM servers, Cisco networking and un-metered Internet bandwidth. Ready made PCI compliance to many of the requirements. IBM I (formerly System I or AS/400) support.
APC by Schneider Electric, a global leader in critical power and cooling services, provides industry leading product, software and systems for home, office, data centre and factory floor applications.

APC delivers well planned, flawlessly installed and maintained solutions. APC solutions include uninterruptible power supplies (UPS), precision cooling units, racks, physical security and design and management software, including APC’s InfraStruXure architecture, management solution and MGE’s Galaxy uninterruptible power supply (UPS) solution for your critical data centre, industrial applications and telecommunications.

APC industry leading R&D investment re-defines how data centres are built. APC offers an innovative solution with its InfraStruXure architecture. Modular, scalable approach allows data centre managers to pay only for what they use. Capacity management allows for instructed decision making on where it is possible (from a space, powering and cooling standpoint) to install the next IT equipment and, on the cooling side, offers a dedicated in-row and heat-containment systems.

HISTORY: In 2007, Schneider Electric acquired APC and combined it with MGE UPS Systems to form Schneider Electric’s Critical Power & Cooling Services business unit. Schneider Electric has 114,000 employees and operations in 100 countries.

Consulting firms

Data Centre Technologies
www.dctechnologies.com.au

**HEAD OFFICE:** 134 Hindes St, Lota, Qld, 4179  
**CONTACTS:** General enquiries, shaun.vosper@dctechnologies.com.au, 0434 308 063.

DCT is built around principles of professionalism and integrity with over 15 years experience in providing data centre solutions to private enterprise and government departments. DCT provides services that ensure your business requirements are aligned by both services and support by connecting you with the right suppliers, right products and the right solution.

We can answer all your questions and assist you put all the pieces together, whether, it is designing and building a new data centre or relocating an existing facility. We work with your IT and facility staff to identify and measure project needs and develop an understanding of what is required to achieve your objectives.

All design elements are taken into consideration, not limited to, but including: Power supplies including redundancy, backup facilities, multiple environment control systems, complete building control and automation systems, cabling, security and disaster recovery strategies.

If you are company servicing customers with data centres we can also assist you in tender and bid evaluations and equipment specifications.

**PLATFORMS:** UBR Technologies and Cool Door, the first rack-based front door cooling solution.

**PRODUCTS:** Data centre consulting including design, operation, management, builds, standards, relocations, upgrades, planning, availability and risk. Data centre management and operation including remote monitoring and facility management, data centre space acquisition, SLA compliance and corporate strategies. Facilities management including contractor management, procedures, policies, and computer room management. Gain the full efficiencies from your infrastructure no matter where it may be situated.

**DIFFERENTIATORS:** DCT offers complete independence from any suppliers within the market, therefore you are guaranteed the best advice.

**CERTIFICATIONS:** GITC v5.

Strategic Directions
www.strategicdirections.com.au

**HEAD OFFICE:** Level 9, Springfield Tower, 145 Sinnathamby Blvd, Springfield, Queensland 4300.

**LOCATIONS:** Level 6, St George Centre, 60 Marcus Clarke Street, Canberra, ACT, 2601; Level 40, 140 Williams Street, Melbourne, Victoria 3000.

**CONTACTS:** General Enquiries, info@strategicdirections.com.au, 1300 786 566; David Robinson, 0412 482 161, drobinson@strategicdirections.com.au.

Strategic Directions are ICT Master Planners and Strategists, providing strategic advice and guidance to Federal, State and Local Government Agencies and ASX Companies, at Executive level Management. The company maintains a separate practice for data centre design and planning, that provides competencies in virtually every aspect of data centre design, planning and operation. Other Practices, include Telecommunications and Networking, ICT Strategy, and Project Services.

**AWARDS:** ICT Design authority of the Polaris Data Centre — tenants include Citec, Suncorp, NEC, British Gases and EDS. Other data centre clients include the Federal Treasury, Energex, Queensland Police and Ipswich City Council.

**CORE COMPETENCIES:** Data centre competencies include the following strategy review, audit, performance requirements, assessments, concept designs, operational and financial feasibility studies, data centre functional specifications, facilities manager functional specifications, SLA development, ownership and sourcing plan, vendor selection, negotiate lease, SLA, FM contract, maintenance contracts, FM & SLA audits, test and commission, BMS advice, tenant coordination, operational review, fit out design relocations, refits and transitions.

**CERTIFICATIONS:** Afcom International, Uptime Institute.
Telecommunications service providers

Over The Wire
www.overthewire.com.au

HEAD OFFICE: Level 3, 24 Little Edward St, Spring Hill, Queensland, 4000.
CONTACT: Michael Omeros, michael@overthewire.com.au, (07) 3847 9292; Brent Paddon, brent@overthewire.com.au, (07) 3847 9292.
The Wire provides a total, integrated solution for all your communication needs. This simplifies support and billing by providing one point of contact for all your services and ensures that the individual components of your communications solution fit together perfectly. Australia’s second fastest growing company in the telecommunications industry in the 2009 SmartCompany Dun and Bradstreet survey.
HISTORY: Over The Wire was established in 2005 to provide Hosted VoIP solutions. The company has since evolved to offer a fully integrated suite of telecommunication products.
TARGET MARKET: Service providers, corporate customers.
PLATFORMS: APC, Cisco, Dell.
COMPETENCIES: IP, MPLS, connectivity, co-location.
FACILITIES: Tier 2 facility located in the CBD, carrier neutral, custom/caged area available on request.
PRODUCTS: Data centre co-location, hosted PBX, dedicated private circuits, Internet transit, managed services.
DIFFERENTIATORS: Over The Wire provides reliable, cost effective telecommunication solutions for business, offering a level of quality and service that is unique in the industry. Our technicians pro-actively monitor your services to ensure continuity of service. In the unlikely event of a disruption our on-site technical staff will restore your service as quickly as possible.
We pride ourselves on our unbeatable technical support. Calls to our service line are answered by qualified engineers. Unlike typical call centre help lines, our engineers are on-site and are able to troubleshoot and promptly rectify any technical issues that may arise.

Primus Telecom
www.primustel.com.au

HEAD OFFICE: 55 King Street, Melbourne, Victoria 3000
CONTACTS: Corporate sales, 1300 65 44 24; Tech support, 1300 85 22 55
Primus Telecom is one of Australia’s leading telecommunications companies with a proud track record of delivering value and innovation to telecommunications users Australia-wide. Primus offers a comprehensive range of voice, data, Internet and web hosting products. The Primus network offers nationwide coverage through its own backbone network with facilities in 66 cities across Australia.
HISTORY: Primus Telecom was the first carrier to be granted a license to compete against Telstra, when full competition was introduced in Australia in 1997. Primus has invested some $300 million in its own network facilities around Australia.
TARGET MARKET: From the SOHO/SME market to large corporations.
PLATFORMS: Primus’ strategic alliances are designed to deliver a client-centric, total solutions approach.
COMPETENCIES: Expertise in the full range of telecommunications service, specifically consolidated solution design.
FACILITIES: Carrier grade data centres in Melbourne and Sydney, with high speed bandwidth options and diverse interconnectivity. The Melbourne facility has 700m² of rack capacity and is supported by redundant power, network and cooling infrastructure. Multi-gigabit network services, 24x7 technical support.
PRODUCTS: Server and infrastructure co-location, virtual private servers, cloud computing, PSTN, ATM, ISDN, xDSL and fibre connectivity, private IP network (IPPN), managed services, network and infrastructure design, project management.
DIFFERENTIATORS: Full service carrier.

TransACT
http://transact.com.au

HEAD OFFICE: TransACT House, 470 Northbourne Avenue, Dickson, ACT, 2602
CONTACTS: Business development manager, enterprise@transact.com.au, (02) 6248 3570.
TransACT provides a comprehensive range of communication services which are supported by the latest technology and an advanced network infrastructure. From fixed-line phone, mobile, pay TV and broadband to managed internet solutions, telehousing and co-location services, TransACT can tailor a solution to meet your business requirements.
HISTORY: TransACT is considered a pioneer in its field. In 1998, TransACT commenced an industry-leading fibre optic rollout which continues in new developments around the ACT. Having owned, maintained and operated a cutting-edge high-speed broadband and advanced telephony network for over 10 years, TransACT currently supplies services to more than 40 Federal and State government departments and agencies, 36,000 residential customers and 4,000 enterprises.
COMPETENCIES: TransACT understands the challenges facing business such as security, service delivery and flexibility, and we are committed to providing the solution that will meet your organisation’s operational requirements. Flexible billing options, free assessment and installation of your communication services, bundling options can save your business money.
FACILITIES: Infrastructure has been engineered to provide the highest level of uptime. Engineered and constructed to a ‘Secure Room’ standard suitable for the protection of information systems from classified to highly protected. 24/7 data centre access, CCTV monitoring and the digital recording of entry and exits, multiple uninterruptible power supply (UPS) systems and diesel-powered generators to provide the necessary power in the event of mains power failure, building management system facilities which monitor temperature, humidity, smoke, fire and water.
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Brindabella Circuit, Brindabella Business Park, Canberra Airport,
ACT, 2609; Level 1, 139 Coronation Drive, Milton, Queensland, 4064; 129 Greenhill Road,
Unley, SA, 5061; Ground Floor, 11-17 Dorcas Street,
South Melbourne, Victoria, 3205; Level 4, 218 St Georges Terrace, Perth, WA, 6000.

CONTACTS: info@didata.com.au, 1800 638 457

Dimension Data’s portfolio of data centre and Storage solutions helps organisations to
reduce the risk associated with IT disruption, improve operational efficiency and minimise
cost and complexity. Our partnerships with leading technology vendors (including
Cisco, EMC, Microsoft, Sun Microsystems, Symantec and VMware), coupled with an
in-depth understanding of the processes and procedures required to make solutions work,
make us a leading provider of integrated solutions and services in this space.

In the data centre space, Dimension Data offers everything from assessment services to a fully hosted
and managed IT infrastructure, offering storage, disaster recovery, backup and archiving. Our integration solutions
and services cover Disaster Recovery, Data Migration and Archiving, Data De-duplication, Environmental
Infrastructure, Server and Application Monitoring, Storage and Server Consolidation, and Virtualisation.

From an environmental perspective data centres are one of the biggest consumers of electricity, with
overall consumption from servers and data centres doubling over the past five years, and expected to
double again over the next five years. Dimension Data can address a range of specific initiatives that can
reduce the environmental impact of your data centre covering cooling, power usage, lighting, cabling and
space. Geographic location, renewable energy sources and outsourcing strategies should also be considered.

Dimension Data is a specialist IT services and solution provider, helping clients plan, build, support and
manage their IT infrastructures. Dimension Data applies its expertise in networking, converged communications,
security, data centre and storage, Microsoft and contact centre technologies and its unique skills in consulting,
integration and managed services to create customised client solutions. Founded in 1983 and operating in
Australia since 1987, Dimension Data currently has more than 11,000 employees and operates in 47 countries on
six continents.
Powerfirm
www.powerfirm.com.au

HEAD OFFICE: Unit C2, 15 Narabang Way, Belrose, NSW, 2085.
LOCATIONS: 52 Doggett Street, Newstead, Queensland 4006.
CONTACTS: Sales, sales@powerfirm.com.au, 1300 369 694

Powerfirm is a national provider of physical infrastructure offering data centre architecture, UPS, racking, cooling, power and cable management, security surveillance and environmental monitoring solutions.

All team members have solid industry experience which enables them to better understand the IT issues faced by Australian businesses.

HISTORY: Since its foundation in 1996, Powerfirm has established itself as a national integrator specialising in IT Power, cooling and security within Data Centres. We have expertise in physical infrastructure such as data centre architecture, UPS power and cooling, racking, IT security rooms, environmental monitoring plus power and cable management.

Powerfirm’s client list includes many of Australia’s major corporations and government bodies as well as small to medium businesses. Our clients benefit from working with people that have the required technical expertise and understand the business drivers behind IT projects and implementations.

TARGET MARKET: Small to medium business, large corporate, government, education, financial institutions.

PLATFORMS: APC, Avira, Lampertz, Rip-Tie, Transitec.

COMPETENCIES: Availability and security of data and IT systems, power, racks, cooling, physical security, generators, gas detection, consultancy, site audits, modular data rooms.

PRODUCTS: UPS sales, services and rentals, computer/network facility design, computer room air conditioning, UPS Battery Services, media safes, modular and IT security safes, IT security rooms, infrastructure solutions.

DIFFERENTIATORS: Powerfirm focuses on physical infrastructure data centre architecture.

CERTIFICATIONS: APC Certified GOLD Reliability Provider, eligible to offer InfraStruXure-related services.

WEB FUNCTIONALITY: Online ordering.

Virtual Offis
www.virtualoffis.com.au

HEAD OFFICE: Level 3, 55 Pyrmont Bridge Rd, Pyrmont, NSW, 2009
LOCATIONS: DR Site, 39 Herbert St, St. Leonards, NSW, 2065.
CONTACTS: Sales, sales@offis.com.au, (02) 9776 2300; Operations, ops@offis.com.au, (02) 9776 2300.

We’ve built a reputation on service that exceeds expectations. For a flat monthly fee we provide IBM servers, Cisco networking infrastructure and the latest security, monitoring and management technologies.

HISTORY: We started as a BBS/ISP in 1992 and registered as Offis Pty Ltd in 1997. In 2006, a second data centre was brought online to deliver automated failover for disaster recovery and geographical load balancing. In 2008, we launched the www.VirtualServer.com.au with high availability and fault tolerance.

AWARDS: We have been awarded VISA Best Practice Champion. We help Hamilton Island migrate its site to our infrastructure after it crashed because of all the inquiries for the ‘worlds best job’ promotion. We host the Vodafone store doing the iPhone launches. We have helped Secure Parking achieve PCI compliance.

FACILITIES: Our data centre is a utility grade facility with dual phase un-interruptible power supply, redundant mains, battery backup and diesel generators, electrical fault, ionisation, fire and smoke detection.

We provide 24 x 7 security guards on site, CCTV surveillance throughout the building. Proximity readers and electronic access control.

PRODUCTS: We provide dedicated IBM Servers, virtual servers, complex hosting with load balancing, DR site with auto-failover.

DIFFERENTIATORS: Service! We’ve built a reputation on exceeding expectations.

Complex hosting solutions that require hardware load balancing and clustering. Cisco Global Site Selectors (GSS) for seamless automated failover to a secondary data centre or for geographical load balancing. Database mirroring and file synchronisations may also be required by these systems. Fixed monthly fees for IBM servers, Cisco networking and unmetered Internet bandwidth. We assist you to comply with PCI providing ‘already made’ compliance to many of the requirements. Selected customers can have up to 60 days TryB4Ubuy to use the service with no monthly fees. We can support IBM I (formally System I or AS/400).
Data Centre News

Government data centre panel
In late September 2009, five data centre providers were picked to service Federal Government agencies while they develop whole-of-government strategies as part of the Gershon Review. Polaris Data Centres, Canberra Data Centres, Fujitsu, Global Switch Property and Harbour MSP were selected after submitting to the Department of Finance and Regulation’s Express of Interest Tender opened in May.

The five providers’ facilities must be in either the ACT or other locations and must offer between 1000m² and 2000m² of floor space — or the equivalent in multiple sites with a minimum of 500m² per site — and be ready for fit out during the 2009/10 financial year. The decision to go with a panel of providers was flagged earlier in the year when Minister for Finance and Deregulation, Lindsay Tanner, said he would not opt for one supplier or a super data centre.

Victorian universities join data centre forces
Fujitsu Australia has partnered with University of Melbourne, Monash University and RMIT to develop a shared data centre that aims to reduce the education providers’ greenhouse gas emissions. The collaboration is also aimed at reducing the universities’ cost and energy savings, Fujitsu Australia director for sustainability, Alison O’Flynn, said. According to O’Flynn, the joint data centre is opportunity for the universities to become more sustainable with their IT practices.

New facilities planned for east coast
Melbourne, Sydney and Wollongong could play host to new world-class data centres as part of investment plans by a joint venture group that includes the company behind the Polaris facility in Queensland. The move to build the tier 3+ facilities, which could potentially cost more than $100 million per data centre, could create up to 600 jobs in each location.

“We are actively working on a number of other data centre projects through Strategic Directions and the Springfield Land Corporation, and with venture partner Lightons we are looking at new Polaris facilities in Sydney, Melbourne and potentially Wollongong,” Strategic Directions Group director, Mike Andrea, said. “The one in Sydney is under review at the moment; we are getting some cost plans together and we have nominated a preferred site in Melbourne and are going through the requirements for what land size and capacity we need around essential services.”

Intel looking for data centre savings
Intel is maintaining a four-year refresh cycle for servers in data centres as it looks to save close to $US250 million in data centre costs over an eight-year period, a company executive said in early October. The company has already cut the number of data centres by half and is further looking to consolidate servers, said Diane Bryant, Intel’s chief information officer. Intel had 147 data centres at its peak, with the now reduced to around 70.

Intel hopes to save $US250 million between 2007 to 2015 by cutting costs associated with data centres, including cooling, system maintenance and support. A four-year refresh cycle for servers, which started in 2007, is already helping the company reduce such expenditure. The company saved $US45 million in 2008 in data centre costs, but there has been a lot more scrutiny on IT expenditure this year, Bryant said. Intel decided a four-year refresh cycle for servers would be optimal as older servers eat up financial resources and cost more to replace. Intel hopes to cut data centre costs by implementing faster chips, consolidating servers and putting more applications in virtualised environments.

Study predicts inhouse capacity decline
New research has found that companies are expecting their in-house data centre capacity to decrease going forward, despite most organisations moving their client server-based applications into the cloud. The survey was conducted by IDC on behalf of co-location and managed service provider, Intexion, and it polled 401 enterprises across the four largest European countries — Germany, United Kingdom, France and the Netherlands.

IDC estimated that the combined carrier-neutral co-location market in those countries was worth 725 million Euros (about 1.2 billion) in 2008, and but in 2013 it will reach 2.01 billion Euros (about $3.25 billion), which equates to a 23 per cent compound annual growth rate (CAGR). Despite this, companies expect their total data centre capacity (by number of racks) to shrink 1.1 per cent in the year to March 2010. The survey found that nearly all 95 per cent of companies operated their own data centre. Around 20 per cent of the companies surveyed used an IT outsourcer’s data centre, and 11 per cent used a co-location service.
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