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Premium Data Centre 2012 - Pricing, Business Models & Services

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Abstracts

About the report

The **Premium Data Centre** is a relatively new type of Data Centre facility. Over the past five years, Data Centre operators have been upgrading their facilities to take into account the requirement for high density applications.

The main characteristics of the Premium Data Centre is the use of redundant components with separation and fail safe back up of key elements. The Premium Data Centre provides redundancy of components with either a N+1 (main feed plus one) or a 2N (one feed plus one feed) back up configuration.

The report examines the growth in Premium Data Centres in **15 key European country** markets with emphasis on pricing and future trends. (Countries Covered: Austria, Belgium, Czech Republic, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden, Switzerland, UK)

Key Issues

The Premium Data Centre is defined in the TCL report as being a Data Centre facility capable of offering customer power per rack of 20 kW. The Premium Data Centre is being built to cater for a range of high density IT applications based on the blade server and to provide a more efficient housing and collocation for HFT (High Frequency Trading), and other hosting and cloud computing applications for both Carrier Neutral and Carrier Based Data Centres (as telecoms providers develop new facilities for cloud computing).

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The Premium Data Centre is the fastest growing part of the Data Centre segment – in 2012 it accounts for 28% of overall Data Centre stock and is forecast by TCL to increase to 40% by the end of 2017, with France, Germany & the Netherlands having the most Premium Data Centre stock in the survey.

The cost of building a new Premium Data Centre is increasing and is currently an average of 5,600 Euro per square metre, with costs rising over time in part to cater for Green IT and additional resilience. A number of new business models are identified for the Premium Data Centre including cloud computing, modular, network-centric, campus and new build Data Centres.

Why and who should buy this report?

The PDC report provides an overview of the Premium Data Centre segment in 15 key European countries, the fastest growing part of the Data Centre sector and identifies the key trends impacting the segment – and is of interest to Data Centre providers, collocation and housing users, telecoms operators who are interested in cloud computing, Data Centre consultants, hosting or IT users and enterprise users.

The report is of value to Data Centre operators in Europe and is based on a “bottom-up” survey of 82 Premium Data Centres, and provides average data on customer power, rack space pricing, and raised floor capacity – and is of interest to enterprise users who require pricing and capacity information in each market.

The report identifies the key Premium Data Centre providers, new Premium Data Centre build outs and provides forecasts for raised floor space and average rack space pricing from 2012 until 2017 – and is of interest to Data Centre providers, consultants and enterprise users.

The report provides information on pricing per rack and pricing per square metre for each of the 15 countries as of 2012 and for the 5 year period to the end of 2017 – and is of interest to Data Centre users who wish to evaluate Premium Data Centre pricing in each of the 15 European markets.

The report identifies the key critical success factors for Data Centre providers who are interested in building a Premium Data Centre, including power availability, IP & telecoms connectivity and ease of transportation access – and is of interest to Data Centre providers and consultants.

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