



## The Need is to Design Data Center for Tomorrow but Deliver Today

Most data centers are built for regular servers and equipment, but this is no longer sufficient. The rapid growth in business has meant that infrastructure is at a premium and most companies with captive data centers have already run out of space, power or cooling.

**P SRIDHAR REDDY,**  
Chairman and Managing Director,  
CtrlS

Sridhar has been recognised as the 'Outstanding Entrepreneur of the Year' by APEA, and has also won the 'Karmaveer Puraskar' from Icongo.

▶▶▶ Having understood the data center business for many years now, what do you feel are the challenges confronting CIOs, with respect to datacenters?

In the past few years, I have spoken extensively to CIOs from across business segments and understood that they all have almost the same concerns. Most data centers are built for regular servers and equipment with under 4kva per rack, but this is no longer sufficient.

The rapid growth in business has meant that infrastructure is at a premium and most companies that have captive data centers have already run out of space, power or cooling. Connectivity, in a majority of data centers, is the monopoly of a few large telecom operators, resulting in difficult financial and service terms. Also with captive data centers, the problems of high capex and a constant drain of finances due to maintenance and manpower retention is a key concern.

▶▶▶ But customers have issues with third party data centers as well. What in your opinion, is the way forward?

These issues stem from the fact that CIOs believe most third party data center vendors do not quite understand the man-

aged-service business very well or they have entered into unfavourable contracts that could also be very expensive. That the promise of managing data flawlessly, taking ownership and guaranteeing peace of mind is rarely met. Customers are looking for more. For instance, our data center in Mumbai offers a TIA Tier 4 certification along with the latest lean 'Six Sigma' model of operation. We maintain a constant bench strength of 50 people to handle all emergencies, and our services framework is such that we are never caught unawares. Accountability will always be top priority.

▶▶▶ Is the need for green data centers and changing the way we run existing data centers a valid concern or just a trend that everyone is catching on to?

Data centers do consume a lot of power but what we can do is plan and build them effectively to keep it to the minimum. For instance, in our Mumbai data center, we have invested heavily to create a highly efficient and green datacenter. We have done that by planning for double walls, BTU material, highly efficient glazing, centralized cooling, energy efficient transformers and UPS, LED lighting among others. Infact, our Mumbai data center is built for a PUE of 1.42 - the lowest rating offered in the country.

While investing in these technologies is cost-intensive, the rewards and savings are worth it in the long run. And with governments and customers actively pushing for green solutions, we have long passed the phase of 'green' being just a trend.

▶▶▶ It is believed that 90% of companies will see a disruption in data center operations in the next 5 years due to power failures and issues with availability. How can this

be avoided?

The need is to design for tomorrow but deliver today. Gartner forecasts data center capacity in India to surpass 5 million square feet by 2012, a growth of 31% between 2007 and 2012. But the critical need will be to invest in technologies and plans that ensure that this growth is fed by constant power. By maximizing the utilization of space, incorporating in-built efficiencies and investing in technologies, we can make sure that no matter what the situation, the safety of data and uptime in businesses is always assured.

▶▶▶ As we usher in 2012, what do you believe are some of the drivers for the data center industry, both captive and third party, in India?

That we are growing is a fact. India's IT revenues amounted to \$76 billion in 2011 with data centers taking a share of \$2.2 billion. This year, third party data centers are estimated to make \$671 million, registering a growth of 36.5%. However, the real growth will come from creating paradigm shifting propositions that bring a lot of business value for the clients. Take, for instance, the 'DR on demand' and 'Private Cloud on demand' services pioneered by CtrlS. These propositions enable clients to size their operations based on the actual need - which, in today's business environment, is a huge advantage.

With over 2 lakh sq. Feet, our Mumbai data center offers scalability for at least a decade without the huge capex burden that businesses dread. Our services framework adds in-depth knowledge of technologies like cloud computing and virtualization. I believe that CtrlS is very uniquely placed vis-à-vis our competition. ■