'DATA CRUNCHING' MORE THAN JUST A NUMBERS GAME

SYDNEY-BASED DATA PROCESSORS KNOWS THE POWER OF DATA.

It sources and analyses huge amounts of it every month – assembling and crunching big data sets (about 8TB per month) for global clients in eight different time zones is their core busines. But that's just part of its story.

The data-centric research and technology services company, head quartered in Sydney are experts in analysis and statistical modelling. With their business firmly focussed on managing enormous volumes of statistical information, there is an inherent reliance on next-generation high-density racks to process, analyse and store the data. Ensuring their business is underpinned with highly reliable infrastructure that allows them to access data sets in real-time, is equally critical to their success.

Indeed, the company has intensive data requirements that rely on continuous high-performance computing – meaning they need to achieve significant resilience, security and connectivity outcomes.

> "The company was under pressure to service surging infrastructure requirements – and needed to deal with consistent growth in operations, and consistently high volumes of data."

Data Processors identified a major obstacle from within their Pyrmont-based, on-premises data centre, an ageing facility that was struggling to keep up with the dynamic nature of their fast-paced business. One of the most prominent risks identified to Data Processors operations was their current facility's inability to maintain 100% uptime.

High density safe haven

Data centre outsourcing has gained traction worldwide – with companies like Data Processors increasingly turning to specialist providers to bolster the efficiency, and sustainability of their own infrastructure management operations.

According to the 'Australia Data Centre Market - Investment Analysis and Growth Opportunities 2020-2025' report, over 90% of SMEs in Australia are expected to operate via the cloud, and over 80% of medium-sized and large data centres will be outsourcing their data centre operations by 2023.

Eyeing a solution to help them overcome challenges posing risks to achieving their major growth and customer-centric priorities, Data Processors partnered with NEXTDC to house its complex production environment.

According to Data Processors, it just made sense to partner with NEXTDC to help them achieve the outcomes they were chasing.

BUSINESS CHALLENGES

- Power availability issues causing workload interruptions and time-consuming re-starts

- Cooling system issues, creating heat stress in an already power and heat intensive environment

- Connectivity architecture and network resilience issues between global locations creating more complexity

> "Consistent growth in both operations and the volumes of data being trafficked was putting pressure on our ability to continue servicing the surging infrastructure requirements of the business. We were faced with the choice of investing millions of dollars of capital on upgrades at our head office or scoping the market for appropriate colocation facilities."

\- John Kerr | Infrastructure Manager
  Data Processors

> **Resilience is so important to what we do, and when the connectivity options were explained, it was really a no-brainer for us. We did this for extra flexibility, to free up labour from maintaining our own data centre and shifting to using an outsourced approach with increased redundancy.**

A new home

Data Processors' production environment was relocated to NEXTDC's S2 Sydney facility, with secondary racks located at S1 in a customised space designed to accommodate their modified, high density hardware.

Direct, high performance and secure connectivity to specialist ICT and public cloud platform plays an integral role in Data Processors being able to do what they do best. To achieve this, Data Processors uses NEXTDC's AXON interconnectivity platform to bolster their interconnectivity strategy. AXON enables Data Processors to orchestrate private, high performance access to any of the public cloud platforms and specialist service providers located anywhere within NEXTDC's ecosystem.

Both physical environments are interconnected using NEXTDC's Data Centre Interconnect (DCI) services, which ensure appropriate distancing and redundancy between primary and backup systems.

"We wanted physical separation of primary and secondary sites, but it was also critical that we achieved very high bandwidth between the two. DCI between S1 and S2 was perfect,"

"We now have a platform that will help us achieve 100% availability of our environment. Going offline for even a second could have catastrophic impacts on the complex modelling processes we apply to very large data sets," Kerr said.

Trio of benefits

According to Data Processors, the strategic relationship with NEXTDC has sparked a trio of benefits.

> **Collecting, analysing and accessing this critical data is what our whole business is built on; and I can clearly see now that working with NEXTDC is introducing a range of opportunities for us to reduce costs, create efficiencies and mitigate the risks to our business model that come with power outages, connectivity failures or security breaches.**

Speaking of power, Kerr said having a "flexible power arrangement" is a must for organisations seeking colocation solutions. The issue of power outages impacts the bottom line and affects ongoing business operations.

"We use a lot of power and NEXTDC's facilities are significantly more energy efficient than we could imagine achieving on-premises. This cost saving is complemented by a willingness to negotiate a pool of power rather than billing us by individual racks."

Certainly, saving money is crucial for every business, particularly Data Processors which is in high demand and therefore needing to maximise productivity.

Throw in the advantage of having access to expert technical support from NEXTDC – and Kerr said those are "things that make a real difference to our customer experience and business continuity."

READ THE FULL STORY

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BUSINESS ADVANTAGES

- Safe haven for high density racks with direct cloud connectivity

- Low latency access into leading cloud platforms

- Reliable, resilient, high-performance and secure connectivity

- Connect directly to the multiple carriers supporting national and international networks

- Productivity gains from real-time monitoring, electronic rack-locking and automated service requests facilitated through the ONEDC customer portal; and

- Flexible power arrangements.

- Global locations creating more complexity