

In The Rack!

Who is it that can tell me who I am?	1
The only way is up	1
Ringing the changes	2
Everyone wants something	2
They think it's all over	2
And it's good night from me	3



Welcome.....

Rain soaked days, lost test series, stranded whales, gas price rises and cones on every motorway.....yes folks, the British summer is in full swing.

And yet, here at iomart, we find ourselves strangely looking forward to autumn and beyond already. We've opened two new data centres, trousered a nice chunk of change, won the odd award, started planning for another seminar and have some pretty exciting times ahead.

To paraphrase the immortal words of Andie McDowell at the end of *Four Weddings & a Funeral* "is it raining? We hadn't noticed."

Now to kick off this edition of Rackpack, some proper culture for yer. It's yer real Shakespeare, innit.

Who is it that can tell me who I am?

King Lear, 1. 4

I am officially the Curry Capital of Britain, I house the National Space Centre, I produce 10 million bags of crisps per day, I am the last resting place of King Leir and the birthplace of the rock gods that were 'Showaddywaddy'.

I am Leicester. I am the location of iomart's latest data centre. We are pleased to announce that our fourth and final data centre is now fully operational and ready for business. Our Leicester facility is situated one kilometre north-west of the city and provides a total

capacity of 620 m² (6,696 ft²) of high quality, resilient and secure space across 2 separate data halls. We have spent the past 6 months improving and commissioning the facility including an overhaul of its power capability. The facility now includes its own 1 Megawatt onsite generator ensuring a fully redundant power supply.

Commenting on the opening of Leicester, Angus MacSween CEO stated: This fourth facility, joining London, Glasgow and more recently Nottingham, gives us a pan UK network enabling us to guarantee continuous uninterrupted service to our clients. Our data centre network provides businesses, whether based in Leicester or not, with an excellent disaster recovery option."



The only way is up

Rubbish at soufflés but pretty mean at the hosting game

The annual results of iomart group plc, released at the end of July, revealed a healthy 17% per cent rise in sales of managed hosting services in the financial year 2007/08.

Despite investing



£3m in its data centre infrastructure over the year, the group's profitability has suffered limited impact with EBITDA of £1M.

The data centre investment allows iomart to offer its corporate clients a guarantee of 100 per cent uninterrupted service, or uptime, as the company can now offer a full end to end service proposition from domain name through to data centre.

Angus MacSween, CEO of iomart, said: "Our focus on the data centre offering is paying off and we're in a great position to win more high-margin corporate business. A complete 'one source' managed hosting service is very different to what's on offer from other providers, i.e. space and power only, which puts

us in a very strong position in the market."

"We've equipped our four data centres with the latest technology and ensured that we have ample power to cope with expected future computing demands. We suffer none of the legacy problems that face many of today's operators and this, coupled with a decade of hosting expertise, has been a significant selling point for us. This has been demonstrated by the group winning its largest single contract worth £6.75m over 5 years with BT."

Angus MacSween added: "We are now well positioned to address our chosen market with the firepower to make strategic acquisitions in combination with our organic growth. We will be exploring a number of acquisition opportunities during the next year which will enable us to add revenues, skills and savings to the group"



Ringing the Changes

We're 'Bringing it all together' after £20M sale of Ufindus directory arm to BT

The iomart group is free to focus on its managed hosting and data centre services business after the £20 million sale of its business directory unit, Ufindus, to BT. It is expected that Ufindus will play an important part in the development of BT



Directorie's online portfolio. BT is also due to launch a new social network site later this year. While BT's core offering will continue to be about finding business and residential phone numbers, the social networking service will include user reviews and will enable customers to recommend suppliers in their area.

Founded by iomart in 2002, Ufindus provides listings and website development for more than 20,000 small and medium-sized businesses across the UK. BT said it had bought "an acknowledged leader in online classified advertising" with 1.9

million online directory listings. Ufindus has 300 employees across five offices in England who will all join BT.



Richard Logan iomart's Finance Director stated that the move into data centres had really crystallised iomart's strategy as an 'end to end' supplier of managed hosting services and that the company had viewed Ufindus as non-core.

"We took the view that it was more of a media play ... which is not where iomart's core strength lies," Logan added.

Everyone wants something and Aroxo wanted us

New eBay rival selects iomart for hosting

When you're planning on creating an internet sensation that will compete with one of the biggest online phenomenon ever seen, you're going to need a reliable server host.



This is exactly why Matt Rogers and Andrew Culpan chose iomart to host the critical server systems they require for their new business venture. Aroxo, is a totally new way to buy and sell on line that turns traditional business models on their head. It combines the best features of search and retail to give users an unrivalled and fun way of trading.

Matt said: "We've got ambitious plans for growth and believe that Aroxo has the potential to really shake up online commerce. We're looking to be serious competition for eBay.

"The website is currently undergoing alpha testing which we hope to have completed shortly before launching in the UK. It will be relatively simple to scale the service as it grows and with iomart it means we don't



need to worry about hosting."

The importance of a secure, reliable server host cannot be understated for such an enterprise. At a quarter of a million lines of code, developed in India, designed in Croatia and managed and hosted in the UK, it's a truly international effort which has a huge audience in its sights so a robust system is a must.

"When we were looking to appoint a server host we looked at a number of companies in the market. We awarded the contract to iomart as they best matched our requirements and with a very competitive price."

"However, the real clincher for us was that iomart was the only company that really made an effort to try to understand what we wanted to do with our platform."

For details about this new service please visit: www.aroxo.com

To download a full version of this case study please visit www.iomart.com/resources

They think it's all over...

Well they're wrong

Back in June (the last time the sun shone) we organised a seminar at Wembley Stadium and invited several experts in the sector to talk about how the data centre industry can mitigate its impact on the environment.



Victor Smith – enterprise technologist, Dell and chairman of The Green Grid in the UK spoke on how Dell had reduced its environmental impact, following Michael Dell's promise to be carbon neutral by 2008, Steve Wallage – CEO, data centre analysts Broad Group outlined the current state of play in Green IT and Josh Boulton of Green IT magazine gave a unique insight into the how key opinion formers, including politicians and the media, perceived the Green IT debate. iomart's Director of Data Centre Operations, Stuart Paul delivered the closing key note session by outlining the real challenges that he faced of running data centres whilst seeking to reduce environmental impact.

Delegate feedback from the event was extremely positive, with everyone citing the venue and the speakers as outstanding, and we are now currently planning another seminar for late autumn.

If you would like copies of the Wembley event presentations and are interested in receiving details on this forthcoming event please visit: www.iomart.com/events

And it's goodnight from me....

Recent industry headlines that you might have missed

High carbon IT Managers must act before legislation

Be afraid, very afraid if you're a diamond geezer

IT managers who are not actively managing their energy consumption are introducing unnecessary business risk and condoning waste. The IT industry has received yet another wakeup call as Chancellor Alistair Darling announced plans that could lead to the compulsory building of 'zero carbon' commercial buildings, including data centres, by 2019.

There is a lot of debate about how 'zero carbon' will be defined and measured, but very little evidence that IT managers and their boardrooms are planning any action. As the IT sector has recently been exposed as one that generates an identical tonnage of CO2 emissions to aviation, there can be no excuse for its continuing £multi-million wastefulness and unchecked production of Mega Tonne upon Mega Tonne of unnecessary and harmful CO2.

Mr Darlings budget report says, "Achieving this goal [zero carbon] will establish Britain amongst the world leaders ... saving approximately 75 Mega Tonnes of CO2 ..." While the current consultation process will determine the detail, politicians of all flavours will drive this hard, and its effects will not be confined to newly built, non-domestic buildings.

© Datacentre Management

Carbon Partnership

It's elemental my dear Watson

The Carbon Trust announced a partners with the British Computer Society (BCS) to develop a simulation software tool to help companies understand the energy use within data centres. The tool is being developed to address the IT industry's need to manage growing power consumption and increased carbon emissions, which current forecasts compare to



the level from the aviation industry.

The project, funded by the Carbon Trust's Low Carbon Collaboration initiative and Romonet, will focus on data centres as they contribute the largest single proportion of energy use and carbon emissions from the IT sector. Data centres account for a quarter of IT-related carbon emissions, which in turn make up 2% of the world's total carbon emissions.

Based on a model created by the BCS Data Centre specialist group the software tool will deliver outputs allowing operators to manage total costs of ownership, energy efficiency and ultimately carbon emissions (carbon footprint) on a per service or per application basis, an industry first in terms of carbon accountability.

Using the software tool data centre owners and operators will be able to simulate the complex environment factoring both the mechanical and electrical infrastructure as well as housed IT equipment.

Hugh Jones, Solutions Director at the Carbon Trust explains: "The scale of the problem is worrying. Forecasts based on the current growth of data and associated IT infrastructure translates into a picture of unsustainable power consumption in the long term and power supply capacity issues in the short term. It is crucial that we make effective tools available to enable companies to identify the right steps to take to reduce energy use and carbon."

© Datacentre Management

Repetitive strain on the network And no squidgy wrist rests available

A global study 600 CIOs, network engineers and IT managers revealed that up to 125 man days each year are wasted by IT teams correcting repetitive issues on the network rather than establishing their root causes and rectifying them once and for all.



The average cost of this network downtime (62 man days) to a business that relies on its network for customer sales and transactions, such as a bank or an online trading company, equates to £1.22 million in lost revenues each year according to a downtime calculation tool from Gartner.

The study, released by Network Instruments, highlighted that less than 25% of those with responsibility for the delivery and performance of business-critical applications consider this to be a major network concern.

© Datacentre Management

UK retailers overspend in the Datacentre But gain enough reward points for a kettle and personal groomer

On average, top UK retailers are overspending by £1.25 million a year on the power needed to run their data centres which can equate to 50 per cent of total data centre costs and 10 per cent of their total energy bills.



These findings are revealed in new research commissioned by data centre infrastructure specialist RichardsonEyes which also shows that 83 per cent of the UK's top retailers are making rising energy prices and wasted costs a top priority for 2008/9.

The research, undertaken in association with industry analysts IDL, profiled organisations from the UK's top 100 retailers to highlight the main data centre challenges they are facing. The study found that IT capacity management has not kept pace with the growth in data due to online sales, new store openings and the expansion of CRM and ERP. For 60 per cent of study respondents, data centre capacity was a priority area for improvement during this year and this trend is likely to increase.

"Spiralling energy costs and the need to demonstrate good Corporate Social Responsibility means that retailers need their IT infrastructure to catch-up with the best practice demonstrated elsewhere in British industry" said Adam Kemp, Director, RichardsonEyes

© Datacentre Management

Contact Us

If you would like to receive regular copies of the Rack Pack, please register at:
www.iomart.com/newsletter

For all enquiries
+44 (0) 870 757 8550
info@iomart.com

© iomart August 2008
All trade marks are acknowledged