# BlueSquare

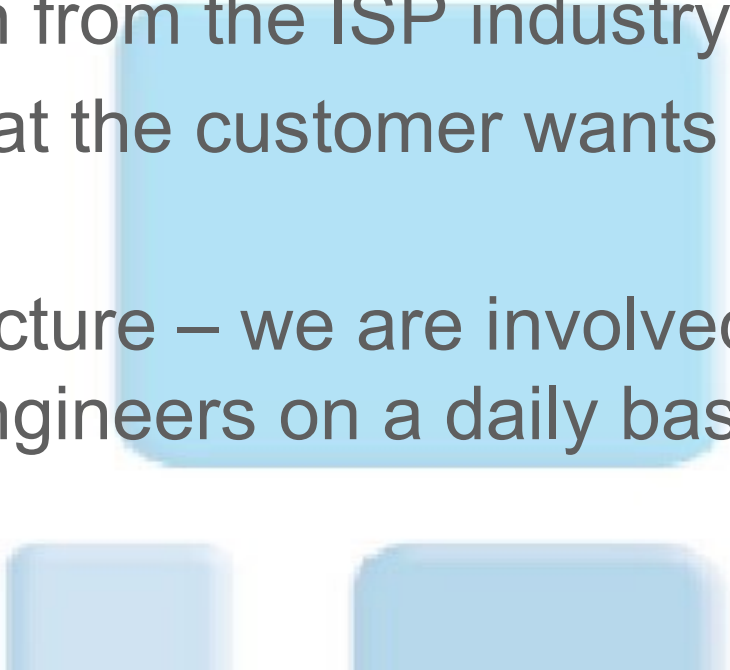# BlueSquare Data Services Limited

UKNOF9

17th September 2007

Goodenough College, London

# BlueSquare Overview

- Concept for a viable alternative to Docklands – an out of town carrier neutral facility

- Management and investment team formed March 2006

- First DC purchased in April 2006

- BlueSquare House opened in August 2006 with 10,000 sq.ft of space and serviced offices

- BlueSquare House full by May 2007

# BlueSquare Focus

- Technical organisation from the ISP industry
- We deliver exactly what the customer wants at a reasonable cost
- Flat management structure – we are involved just as much as the engineers on a daily basis
- Flexibility
- Quick deployment

# BlueSquare

# Co-location - the future

- Massive demand for out of docklands presence
- Growing demand for connectivity that is not reliant on docklands – direct fibre connections to Manchester and US/Europe
- Higher Density requirement slowly increasing
- BlueSquare committed to closely following demand – two new facilities opening: December '07 (Maidenhead) and August '08 (M1 corridor)

# **Co-location – the facilities**

- N+1 on all systems, as you would expect from any carrier neutral data centre facility

- 6 layer security access with each facility in its own secure compound area

- 16 Amp racks as standard, dual feeds available

- Hot and Cold aisle design

- 24x7x365 true intelligent hands service – 70% of our customers using Linux

# Co-location – the facilities

- From 1 rack upwards to a self contained 3000 sq.ft floor with its own NOC
- Serviced offices, engineer rooms and wifi

# **'Out of town' IP access**

- BlueSquare run an Extreme Networks X450 EAPS ring between our sites and Telehouse East, Telecity HEX, Redbus SOV and MER at 10Gig

- Direct fibre as well as 1 to 10Gig wave lengths available

- On site IP Transit suppliers available, as well as opportunities for new providers to PoP our sites

# Here to help!

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