

smartoptics

Case study Custodian Data Centers

Custodian Data Centres stays at the forefront of technical innovation with M-series

“Our business was expanding and we hit the tipping-point in terms of what we could offer. Smartoptics gave us the solution that allowed us to scale — easily and economically.”

— Kate Baker, Business Development and Strategy, Custodian

A CULTURE THAT AIMS TO PLEASE

Custodian Data Centres is a state of the art data center offering a safe and resilient environment for IT infrastructure and business critical data. The business emerged from the UK’s famous Maidstone Studios—a television production facility in Kent, England. Custodian provided data services for the burgeoning studio. And then spun off as an independent company with a goal of offering a safe and resilient environment for other organizations’ IT infrastructures.

Custodian Data Centres prides itself on a commitment to total client support. The company employs a dedicated team of engineers and technologists who make it their responsibility to check and control every aspect of their customers’ datacenter environments. As the company continues to grow and mature, they are taking on larger clients with more complex computing issues. To keep pace, Custodian needed to increase the bandwidth between its sites to meet

the expanding requirements from its growing customer base

Custodian’s head of business development and strategy, Kate Baker, says: “We decided what we wanted to achieve from a commercial point of view. And then began to scour the market to identify the best technical solution.”

M-SERIES: THE PERFECT FIT

An early conclusion was to move away from renting individual fiber links from a service provider to leasing dark fiber. Custodian then surveyed the traditional Dense Wavelength Division Multiplexing (DWDM) vendors to find a solution that would allow them to maximize the use of the fiber infrastructure. Maximum resilience and minimal latency were also a must, since Custodian sought to offer excellent quality of service. Says Baker, “We’re located 50 kilometers outside of London. So latency is a concern when it comes to competing with city-based competitors.”



Their research revealed that many of the traditional solutions approaches are better suited to carriers and not the data center market. Why? Because traditional transponder-based DWDM platforms are prohibitively expensive and complicated to maintain. Like other data center operators, Custodian's

core competency lies in IP switching and data center management. Not DWDM telecom equipment. Ultimately, surveying the marketplace revealed Smartoptics and specifically the company's M-Series platform.

"We see ourselves at the forefront when it comes to technical innovation. Smartoptics was the only vendor that could meet our technical and commercial requirements. The traditional carrier grade systems offered by far more than we needed. Smartoptics M-Series provided the perfect fit," Baker explains.

Smartoptics' M-Series platform allows Custodian to take the output signals from the switch router and combine them so they can trans-

ported over a single fiber optic cable. In this way fiber usage is maximized, leading to minimal infrastructure expenditure. Custodian can now meet the ever increasing customer capacity needs without having to add additional fiber or expensive technology. Given the simplicity of the solution, Custodian is also saving on maintenance and operations going forward.

AWARD WINNING "GREEN" SOLUTION

In 2014, Custodian Data Centres won the prestigious Data Centre Leaders 'Green' award. Custodian received the honor in recognition of its use of "the highest environmental efficiencies" within its network. The Smartoptics M-Series platform contributed to Custodian's sustainability efforts. M-Series' small 1U form factor requires little space and draws little power—comparable to the energy consumed by a household lightbulb. Spare parts are reduced dramatically because there is no need for individual traffic transponders.



Kate Baker

Business Development and Strategy, Custodian

ABOUT SMARTOPTICS

Smartoptics offers optical transmission solutions making networks more powerful. Expanding bandwidth without the upfront investment or hassle of traditional WDM. Our products allow corporate data centers, governments, hosting solution providers and ISPs to build simple, straightforward and cost effective solutions to fulfill their ongoing and future network capacity needs. Headquartered in Oslo, Norway, Smartoptics is an international provider with thousands of installations all around the world. Our award-winning approach has helped companies from every industry sector stay ahead of expanding network demands.

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