

Life Is On

Schneider
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Customizable Colocation: Building for the Future

IronGate Data Centers meets the exact needs of customers with flexible Data Center Infrastructure solutions from Schneider Electric

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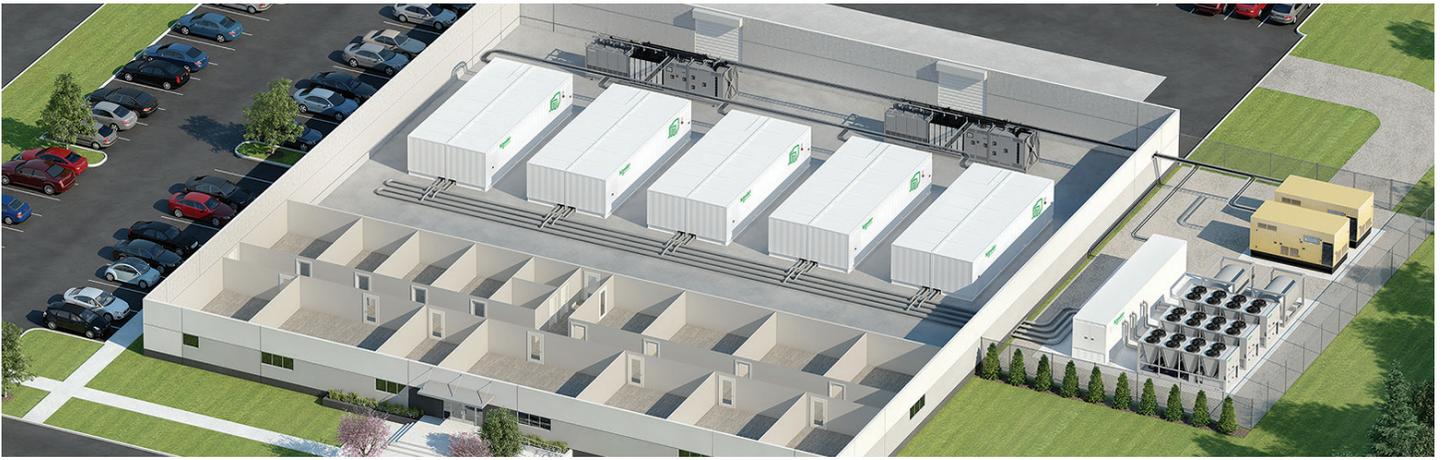
In today's colocation market, customers demand just in time delivery of IT space that is flexible and cost effective. Colocation provider IronGate Data Centers specializes in meeting these demands by offering customized colocation spaces through implementing flexible solutions from Schneider Electric.

Executive Summary

IronGate operates two multi-tenant, colocation data centers in Minneapolis, Minnesota — Twin Cities East Data Center, an 85,000 sq. ft. concrete bunker, and Twin Cities West, a 30,000 sq. ft. facility. The company is known for its expertise in customized, scalable and secure IT environments, at a competitive price point.

“With spaces ranging from 1,200 to 12,000 sq. ft., each suite in our facilities is built to meet a tenant's current requirements, exact specifications and future expansion needs,” says John Botnen, Vice President and CTO of IronGate. “This, plus the fact that many other providers require a substantially larger starting footprint for such a high level of customizable offering, makes us very unique in the colocation space.”

Each suite is self-sufficient as tenants control their own individual rack size, density, capacity, power and cooling. Separation of electrical and mechanical systems not only removes any potential overlap of charges to customers, it also eliminates the chance that one tenant's problem becomes another's. For example, if one customer accidentally shuts down its EPO, only the suite in which the issue occurs is affected.



Product and Process

IronGate utilizes a breadth of Schneider Electric data center solutions and services (See Solutions sidebar.) to deliver customization and plan for capacity. John works with local Schneider Electric partner Imprint Data Center Solutions (IDCS) along with a cross-functional team from Schneider Electric through the project lifecycle.

The three teams collaborate from client requirements, designing and planning, equipment specifications, ordering, construction, installation and startup. The work also results in a roadmap for growth for each customized data center space.

“Once we have the customer scenario and know the contract is forthcoming, we sit down with our IDCS team along with our Schneider Electric reps to decide on equipment sizing, specifications and pricing,” John explains. “My team prices out the construction and when the design is complete, we put the model into a buildable plan.”

Peter McGurran, Vice President of IDCS, says, “All this planning is done well in advance. The teams meet on a regular basis to review specs, status and potential scheduling so when the contract comes in — it’s go time.”



“Our long history with Schneider Electric helps enable our ability to build exactly to a customer’s requests and not just something cookie cutter.”

- Peter McGurran, Vice President
Imprint Data Center Solutions (IDCS)

Solutions

To deliver customized colocation spaces to its customers, IronGate Data Centers partners with Schneider Electric and Imprint Data Center Solutions (IDCS) to help with the design and project management.

UPS

MGE EPS 8000 625kVA
Galaxy VM 225kVA

Power Distribution

Modular RPP’s
(300mm wide RPP’s = Remote Power Panels)
MGE 225kVA PMM’s
(Power Management Modules = ‘Floor PDU’s)

Cooling (All Chilled Water)

InRow RC 300mm
InRow ACRC 600mm
Uniflair Perimeter Cooling

Plus

APC Racks, rPDU’s (rack PDU’s)
and Cable Management

Price Point

Customization and cost competitiveness may seem contrary; however, pricing is another key differentiator for IronGate.

“Most customers who want the type of dedicated suite we provide understand there’s a bit of a premium involved,” John says, “but the scalability enables us to offer aggressive rates.”

Since IronGate owns the facilities in which its colocation spaces are housed, they can develop extended relationships with their customers and create long-term growth plans. This allows customers to preserve capital by only building what they need on day one, while assuring future capacity for expansion. Leases of five to seven years are typical at IronGate facilities.

For instance, one customer started at 2,000 sq. ft., moved to 5,000 sq. ft. and will ultimately grow into 12,000 sq. ft. IronGate erects the structure, installs the power and cooling infrastructure to support current needs, and also accounts for incremental growth.

“Because we don’t have huge overhead, we can dedicate and reserve the extra space until the customer needs it and charge a very low rate,” John says. “Plus, Schneider Electric’s product line allows us to build the infrastructure for today and then scale the customer’s space as requirements change, so the initial investment is as low as possible.”

Schneider Electric equipment also allows for IronGate to pass utility savings onto its clients. Whether utilizing Schneider Electric’s high efficiency cooling systems, aisle containment solutions or by taking advantage of Minnesota’s cool weather, the facility essentially runs free cooling most of the year, according to John.

Each suite is separately metered, so customers are only charged for the energy they actually use, not a per circuit charge — an atypical practice for colocation.

“Schneider Electric’s diverse product line allows us to support greater densities,” says John. “We are able to go to 15-20 KW per rack because of the hot aisle containment and InRow™ cooling it provides.”

Security and Support

On top of the operational protection gained via separate infrastructures, IronGate’s dedicated suites deliver secure access. Businesses in highly regulated industries need not worry about unauthorized entry or unwelcome eyes on their setups.

In fact, the majority of the IronGate’s tenants are in the government, financial and medical industries.

“In many colocation spaces, you walk by someone else’s equipment. That doesn’t happen here,” says John.

Suites are fully supported as well. “We customize for the customer,” says Peter, “but not so custom it can’t be supported. The Schneider Electric team does a fantastic job with service.”

Mike Hagan, VP of Cloud and Service Providers at Schneider Electric says, “Our goal is to build data centers that consistently deliver 100% uptime, while standing the test of time — for our customers and their customers in turn.

Working with IronGate and IDCS through the entire lifecycle, we create solutions that meet the specific needs of today, can support developing requirements and realize a future vision.”



5 to 7

Typical number of years for colocation lease space at IronGate

15-20

KW per rack with hot aisle containment and in row cooling

