



**New industry research on the top questions your peers are asking... and how Colt stacks up, as the industry leader that likes to say yes.**

Discover how to find your perfect match inside

It's a

**YES**

from us

**colt**

# Welcome to the YES55 report

We want to be the most customer-focused company in our sector. The YES55 report is a demonstration of our mission at Colt to be able to say “yes” to your real needs, and understand the key issues important to any type, size or industry of colocation buyers.

The colocation market and buying is no longer constrained to a checklist of technical capabilities, but has moved towards a more rounded approach. With customer service at the heart of our business, we wanted to find out what colocation buyers look for in their perfect data centre provider.

To achieve this, we conducted industry research in Spring 2015, focusing on the key questions you had for colocation vendors.

The report is collated from more than 100 contributing sources, including RFPs, telephone and face-to-face interviews, and online surveys to find out what questions mattered to decision makers considering colocation.

The output is a truly useful set of questions to ask for anyone involved in selecting a colocation vendor. Also, you can see our honest answers to each of the questions – giving you a great insight into Colt’s strengths, and our commitment to be able to say “yes” to meeting your needs more than anyone else.

Of course, you may have other questions – in which case we are keen to hear them – email [dcinfo@colt.net](mailto:dcinfo@colt.net) with your question(s) or visit [datacentres.colt.net](http://datacentres.colt.net)

## Contents

Physical security & location	<b>Page 3</b>
Flexibility	<b>Page 6</b>
Operating excellence and transparency	<b>Page 9</b>
Technical capabilities	<b>Page 13</b>
Strategic considerations	<b>Page 17</b>
Our customers	<b>Page 21</b>
Our data centre sites	<b>Page 25</b>





**Physical  
security &  
location**

Operational since

1992

29

Data centres across  
Europe and Asia

530+

Data centres  
directly connected

169,000 km long network  
connects us to over...

22,000

Connected  
buildings

205

Cities

47

Metropolitan area  
networks

Q

**Are you only a colocation provider or can you offer complementary services, such as networking of various types and professional and IT services?**

Operational since 1992, we run 29 data centres across Europe and Asia. Additionally, we have direct connections into over 530 data centres globally. We provide network, voice, IT services and data centre services to our customers. Our 169,000 km long network also connects us to over 22,000 buildings, in 205 cities and 47 metropolitan area networks.

Q

**Can you provide twin locations in a single region?**

**Yes.** Depending on the city/region, we can provide twin or even triple locations. For example, we offer triple locations in London and Paris, whereas we have twin locations in Amsterdam with further resilient back up in Roosendaal.

Q

**Is your location city-centre for proximity or more suburban for less security/disaster risk?**

Our wide portfolio of data centres is spread in multiple locations, from city centre locations for proximity and low latency, to suburban areas for additional security and back up. We understand not one size fits all, hence why our integrated offerings provide you with the solution that fits your business the best.

# Q4

**Are you open to site visits at any of your data centres, with total transparency on documentation such as maintenance records and records of any security breaches?**

**Yes.** We are completely transparent with site visits and sharing documents and are happy to share non-confidential information as required. However, as we hold ISO27001 there are certain confidential documents that cannot be issued externally, but can be shown onsite.

# Q5

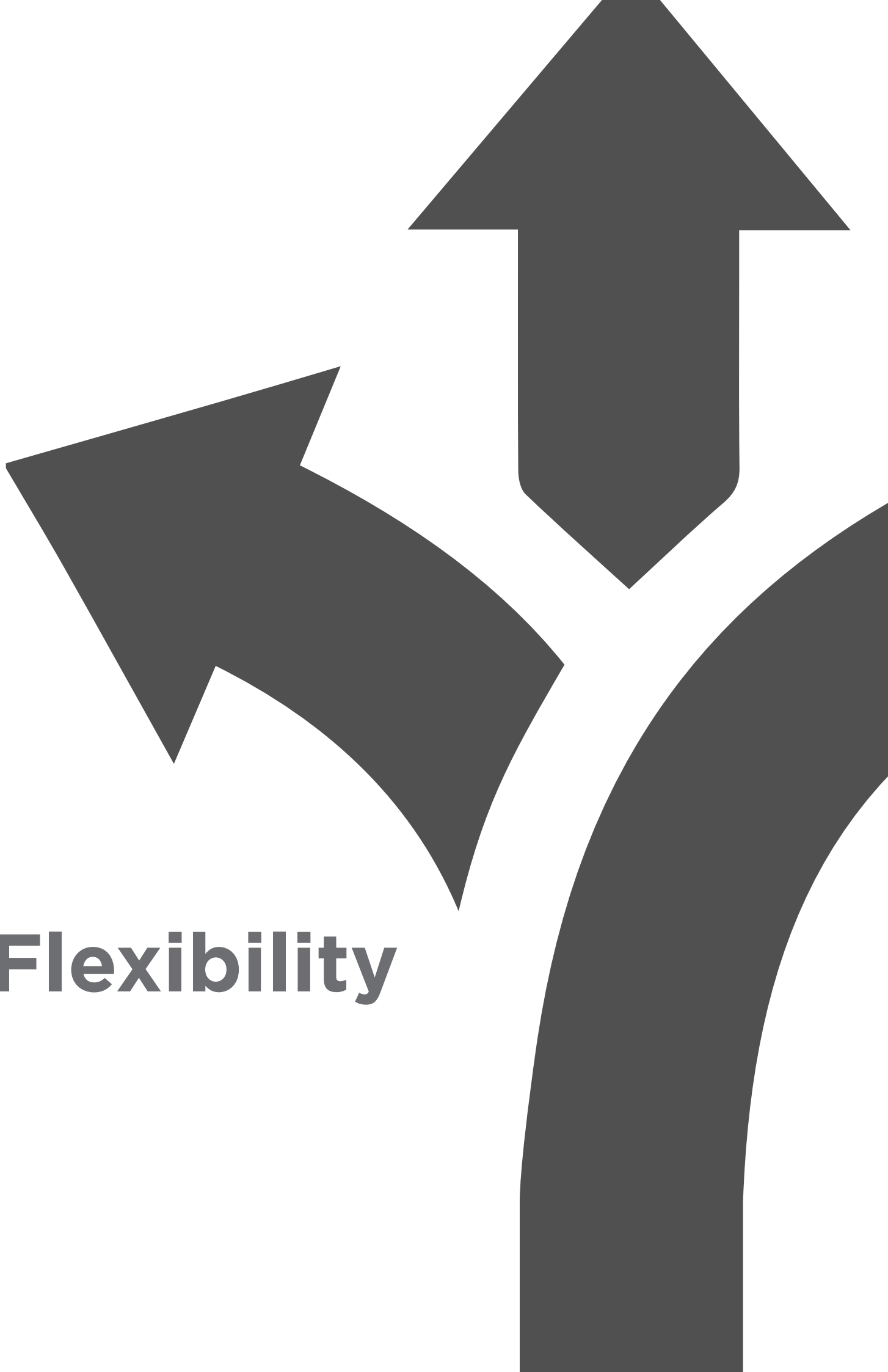
**Are your colocation services being provided from your own data centre or a third-party data centre?**

We want to make it easy for our customers. All colocation services are typically provided from our own data centres unless the customer specifically asks for a secondary site in a location where we do not have two data centres. In these cases, we have agreements in place with third parties in the same location to offer the services under a Colt contract. We also have direct connections to over 530 data centres so our data centres can be part of an existing colocation strategy across multiple cities and countries.

# Q6

**Can you please provide an overview of your security controls (logical and physical) with associated processes and procedures?**

We would be happy to share this information with a customer during a site visit. We are unable to issue the associated processes and procedures due to the sensitive nature of the information. There are multiple layers of security at every Colt data centre.



**Flexibility**

07



### **Can non-recurring charges be spread across multiple months or the life of a contract?**

**Yes.** We have standardized payment terms in place. However, bespoke payment agreements can be taken into consideration depending on the type, size and location of the deal.

08



### **Can I pay for just the space and infrastructure my organisation needs?**

From one rack to whole data halls, we provide colocation services to meet your needs. We also provide a range of commercial terms that enable our customers to match their colocation to their business needs. Take our 'swing space' offering for example, we can host your equipment in our data centres, at reduced cost, while you migrate to our site. Ensuring a smooth transition and business continuity.

09



### **Does the facility have space and power that is available for expansion if necessary?**

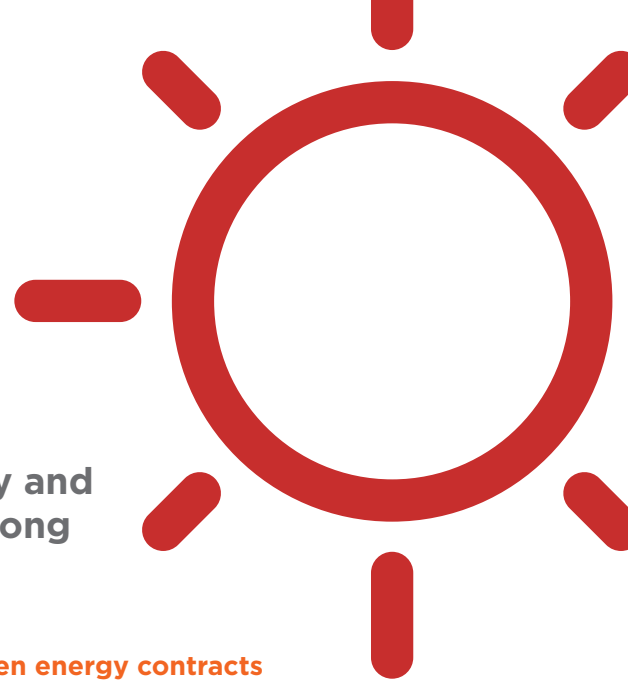
As we operate 29 data centres across Europe and Asia, with additional connections into over 530 third-party data centres, it is safe to say that we do have the space and capacity to support your expansion. Historically, we have also undertaken bespoke expansions for our customers at a variety of sites to meet their needs.



**“I’ve been looking for the perfect partner”**

Kate, 42  
CIO in the finance sector

Requirements: Honesty, TLC and commitment



10



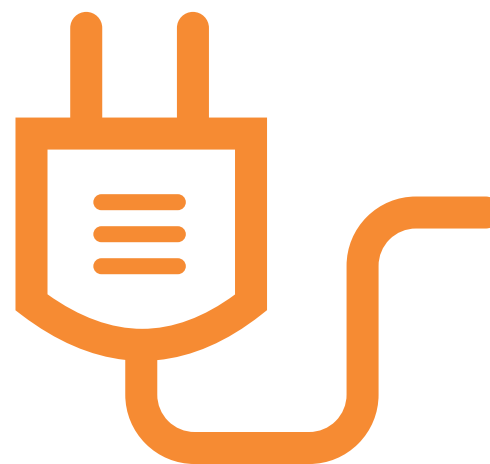
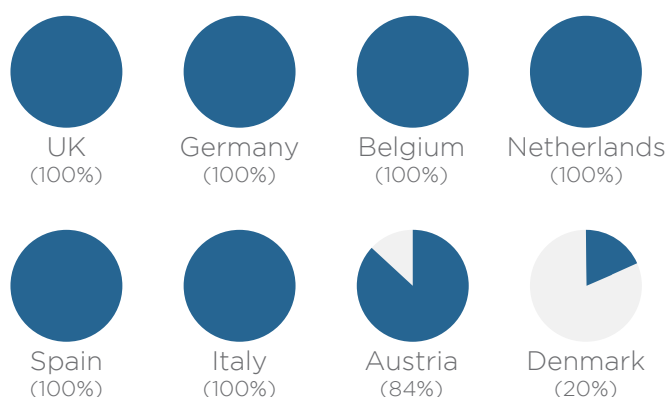
## Are there plans to mitigate rising commodity and energy costs? If so, will savings be passed along to us – your customers?

We always ensure the price we pay for power tracks conforms with the market.

Our energy procurement has been revised to reflect market demand for greener energy sourcing.

While the energy has the same carbon intensity than the national grid kgCO<sub>2</sub>/kWh, by sourcing power with green tariffs, our energy accounts for the renewable energy proportion of the national energy productions. This decision means we are making tangible sustainability efforts to support the production of renewable energy in those regions.

### Colt's green energy contracts



11



## Do you offer adjoining space surrounding the cage before it is offered to another party? If so, how can it be reserved for future growth?

**Yes.** We can offer a right of first refusal depending on the size of the opportunity.



**Operating  
excellence  
and transparency**

# 12

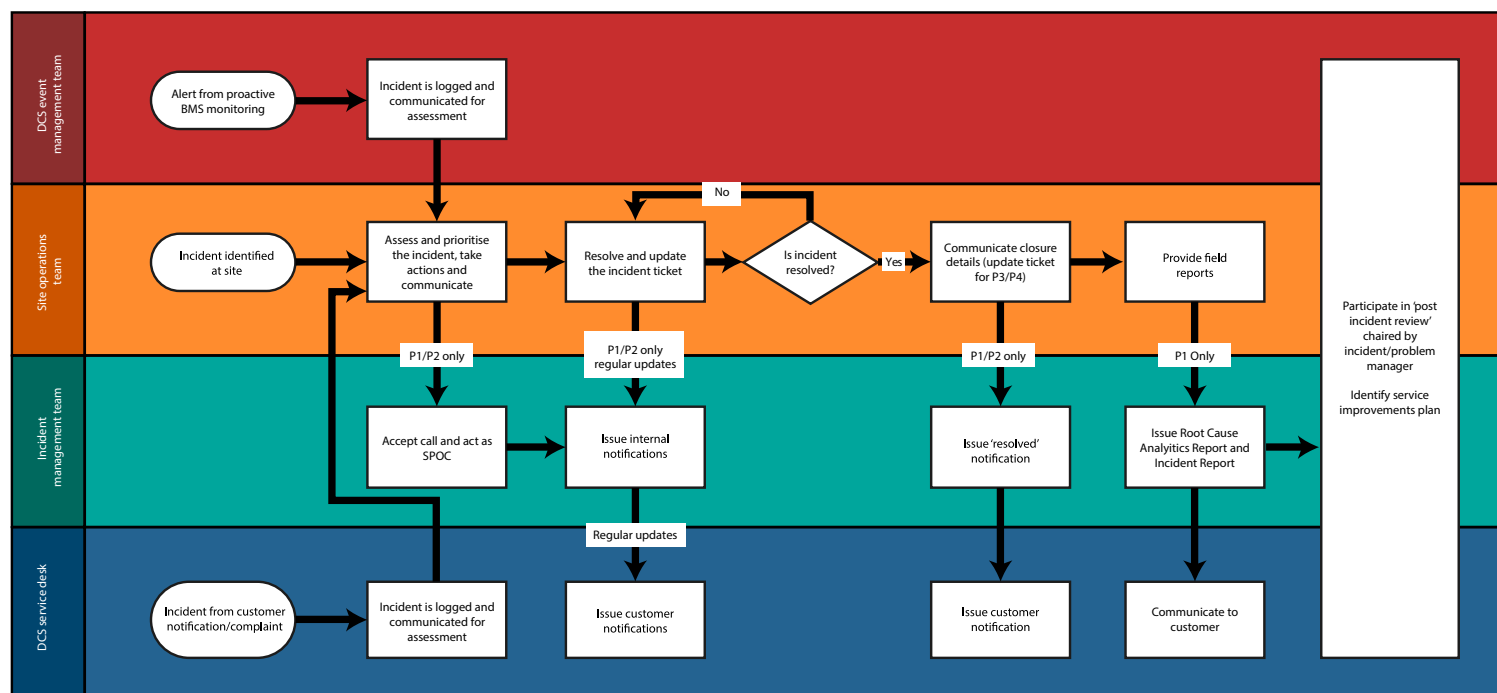


## Do you share your findings with tenants after an emergency? And what are the steps to eliminate future events?

Incident management is the process of restoring service as quickly as possible once an incident has occurred. The focus is on resolving incidents or providing workarounds and temporary fixes in a timely manner, to ITIL best practice standards. Once an incident has been identified, incident management becomes the single point of contact for all stakeholders. They are responsible for coordinating, obtaining updates from the engineers and then reporting to management and customers if required.

With regards to steps to eliminate future events; please see the diagram below; specifically the 'Service improvement plan' to ensure the event does not occur again.

### DCS incident mangement - high level



# “Brunette seeking the one”

Laura, 38  
CIO in the media sector

WLTm: Reliable secure partner for TLC, commitment and colo



**Do you have an escalation process for SLA failures? Please describe your process (including communications between provider and customer, as problem identification and troubleshooting progress).**

The first point of contact for all customers is the service desk. Incidents, changes and problem management are communicated to customers via the desk. Customers receive a monthly report, which outlines Colt's performance against SLAs. If performance is below SLA, customers may be entitled to claim service credits in accordance with the service levels and compensation agreed in their contract. A customer may have a service manager who will assist with this process.



**Can you reveal how many service failures your facility has experienced in the last 36 months?**

**Yes.** We proactively communicate any planned, unplanned or past service failures to our customers. You can find information on these per site from your account manager.



**Can you detail the training you provide employees in order to maintain and improve service levels?**

We are an ITIL-based company and encourage ITIL certification for all relevant roles – e.g. DCS service operations team. Additionally we have a value framework on which all employees are encouraged and scored in mid and end year appraisals. One of the key values is 'customer' which drives customer experience, customer delivery and customer communications.

16  
Q

### Can you share where your service desk is based, how is it monitored and what languages are supported?

Our service desk is based in Barcelona (ES) and supports English (24/7), Spanish, Italian, Dutch, German, French, Belgian, Swiss and Austrian.

17  
Q

### Do you provide value-added services such as remote hands? If so, can you outline the types of tasks performed?

Yes, including 24/7 response activities and scheduled tasks.

#### Examples of 24/7 emergency response activities:

- Pushing a button
- Power cycle/reset
- Device status observation
- Visual inspection with photo delivery
- Accompanying visitors
- Emergency patching
- Incident response and resolution

#### Examples of scheduled tasks:

- Fit-out, build, and installation support
- In-rack and in-cage structured cabling
- Patching to equipment
- Media/tape changes
- Reception of goods
- Inventory services
- Reporting



## “Seeking honest partner”

Alison, 41  
IT Project Manager, in the  
finance sector

Requirements:  
Reliable partner  
for long term  
commitment  
and colo



**Technical  
capabilities**



**Can you share the temperature and humidity range the facility maintains for its customers?**

Colt conforms to the latest ASHRAE-recommended envelope of 18-27°C supply air and the allowable range of 20-80% RH.



**Can you share the PUE rating for your data centre space? Is the rating used to calculate metered power pricing?**

We certainly share PUEs for all of our data centres with our customers. If customers agree to the metered power-pricing model, that is how their pricing is calculated. However, we do have other pricing models to suit the needs of our varied range of customers.



**Do you employ any green cooling mechanisms, such as outside air/free cooling?**

We have a variety of cooling techniques and systems across our sites, depending on the different data centre designs – free cooling being one of them. We have a continuous PUE improvement programme in place across our technical estate, looking at the industry best practice for energy efficient (green) cooling options, as well as our very own innovative technologies designed by our talented and dedicated internal design team.

**“Seeking like-minded partner”**

John, 52  
CIO in education

Requirements: Genuine partner committed to a long-term relationship





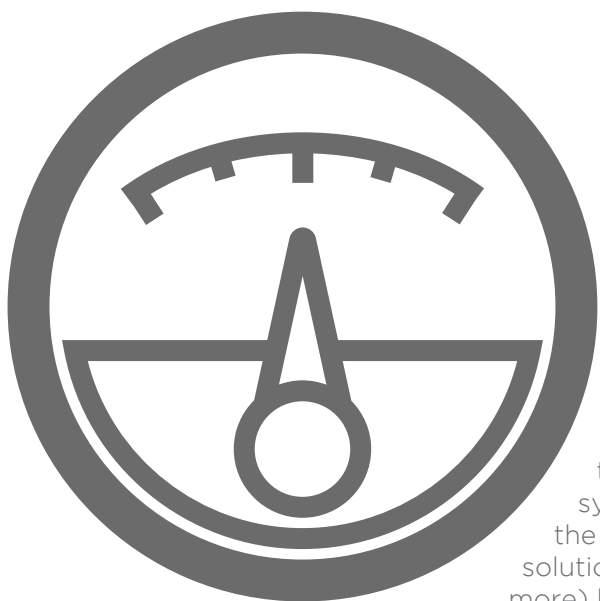
## Can you share any packaged DCIM systems in use?

We have inhouse systems that support and record quite a number of areas covered by DCIM. But to date, we have not yet deployed a packaged DCIM product. Watch this space.



## Can you share what data centre infrastructure and environmental monitoring is done at this facility, and what access do customers have to that information? Are monitoring logs available to view?

Through our building monitoring systems (BMS), we monitor temperature and humidity; these are then logged onto the same system. This data is not (yet) directly available to customers within the traditional build or only taking a generic rack-based colocation solution within our new builds. Customers with an entire data hall (or more) have direct access to complete BMS data within our complete data hall solutions.





## Do you offer cross connection services?

**Yes**, through DC Connect we offer:

### Routing

We can deploy DC Connect through a variety of diverse routing options; we provide resilient cabling infrastructure. We enable further flexibility and speed of implementation when deploying through our connectivity infrastructure hubs (Meet Me Rooms) in our connectivity-neutral data centres.

### Delivery

DC Connect is delivered to the indicated rack position to meet our SLA. You may choose to connect these yourself or we can support you with our remote hands service. We then test the cable and label it to your requirements.

### Service assurance

We record your DC Connects, registering the routing, cable type, and circuit/segment identifiers. This eye for detail allows us to provide full support and resolve any issues as quickly as possible and always in line with our industry-leading SLA.



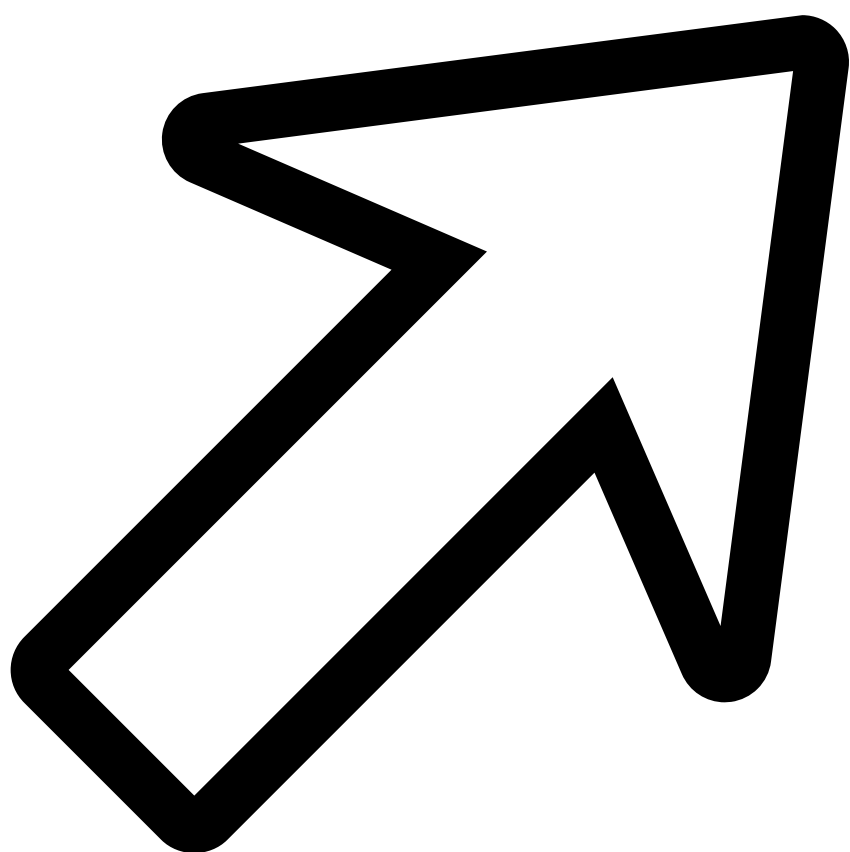
## Do you have multiple separate feeds of power split on multiple separate electricity areas, and do you have multiple separate feeds of fibre connectivity into the building?

**Yes**. The standard design for Colt Tier 3 sites is dual, diverse entry into all sites for both power and network connectivity.



## Are you able to turn up cross-connects quickly?

Our target time for cross-connect delivery is within two business days for the same data hall. We have a target of 10 business days for anything not pre-routed between halls or data centres.



**Strategic  
considerations**

26



**Is your company financially stable, without significant debts, and are you publicly listed?**

**Yes**, we are a financially stable company with Fidelity as the majority shareholder. A more detailed breakdown of our finances can be found in our annual report at: [colt.annualreport2014.com](http://colt.annualreport2014.com)

We are considered comparatively stable in the current colocation climate, wherein acquisition and integration disruptions are bound to have an impact.

27



**Can you detail the total capacity of this facility (square footage, compute area square footage, number of customers housed, total power and energy)?**

**Yes**. Our customers have full access to all the information regarding total capacity of all of our 29 sites.



**“Seeking a no-surprises partner”**

Gemma, 43  
IT manager in fashion

28



**Are there opportunities to connect to cloud providers, content delivery networks, financial exchanges, internet exchanges etc?**



**Yes**, through DC Connect you get access to:

#### **Carriers**

With 29 carrier-neutral data centres operated internationally (plus links in a further 530+ third-party data centres) we are the most connected provider. Each of our data centres has multiple fibre entry points owned by different carriers, which may not be the case with other providers that declare hundreds of service provider tenants.

**We offer true resiliency, transparency and carrier-neutrality.**

#### **Content delivery**

Content companies running streaming video sites can use DC Connect to link to carriers and ISPs – bringing them closer to their users. Content delivery networks (CDNs), in this age of high-volume and high-density web content, are vital players in the internet ecosystem.

**We are content-neutral.**

#### **Enterprises**

Organisations connect critical applications to multiple networks for resiliency and pricing benefits. Enterprises also use DC Connect to establish direct links with other business partners. Connections can be as diverse as businesses are.

**We are entirely neutral about who connects with whom in our data centres.**

#### **Financial trading platforms**

Banks and electronic trading exchanges run hundreds of DC Connects between servers to maximize volume of trades and eliminate milliseconds of latency, which can earn millions. We are a provider of a neutral trading platform independent of financial institutions. Colt, leveraging its community of financial institutions, provides DC Connect between any of these.

#### **Cloud service providers**

Cloud service providers, often running mission-critical applications, reduce latency to their end-users by deploying DC Connect to the networks and ISPs directly serving those users. DC Connect is also used to establish private links to cloud providers, ensuring security along with speed, such as VMware, Amazon, Azure, and more on the way.

**We are cloud-neutral.**

#### **Internet exchanges**

Internet exchanges (IXs) are independent platforms that offer service providers opportunities to peer, i.e. sharing internet traffic between multiple networks and ensuring end-users have optimal access to all of the world wide web. We have established relationships with multiple IXs in multiple countries.

**We are IX-neutral.**



# “Looking for an honest partner”

Anne, 36  
Senior IT manager in healthcare

WLTm: Someone who understands I’m a perfectionist

## 29



**Can you provide ancillary services, such as internet access, WAN links to my office, voice services, cloud services, storage etc?**

**Yes**, we can offer an array of services from our portfolio including internet access, network, voice, WAN and cloud services into all 29 of our data centre estates. Additionally, it is also possible to get these services across our 530+ connected data centres across the globe.

## 30



**Are your processes standardised globally?**

**Yes** and no. We have only recently acquired KVH, with some processes still left to be standardised meaning there are still slight differences between Europe and Asia. Full harmonisation is underway and will be synchronised from 1 January 2016.



**Our  
customers**



### **Can you provide evidence of being a customer-focused company?**

Colt provides world-class network, voice, data centre and managed cloud services to businesses of all sizes around the world. We have the world-class infrastructure needed to provide customers with reliable services and solutions. We place customers at the heart of everything we do, and our aim is to build strong partnerships with our customers through the way we deal with them and by living our values every day. When it matters, choose Colt.



### **Do you use recognised metrics such as Net Promoter Scores to evaluate your customer satisfaction levels? Would you share your recent NPS scores?**

We do conduct annual NPS surveys and, although not publicly available, the results can be shared in confidence with customers during discussions about services.



### **Can you describe the structure of your customer management and who our team would deal with day-to-day?**

Our Barcelona-based, multilingual service desk is usually the first point of contact for most of our customers for any incidents, change queries, service requests, general enquiries. You can also contact your account manager directly for any account-based queries, buy new products or services, billing enquiries and service reporting. Unless, you have a service manager instead, in which case he/she will be responsible for service reporting.



### **How do you ensure cross connects within the data centre are fair. I.e. How do you make your intra data centre connections agnostic to the location of the server in the data centre?**

As it is a transactional item, we have only defined two price classes per media type (copper, fibre). The first price tier for cross connect enables connects throughout the same room. The second cross connect travels to another data hall. To our customers, we combine all costs in one bill. The pricing model does differentiate and acknowledge discounted prices on a per cable charge for when trunks are ordered.



### **Can you provide colocation or proximity hosting globally, and under one contract?**

**Yes** we can. Customers can order colocation throughout our data centres in Europe and Asia, on a single order form. For transactional orders there are still different T&Cs, subject to Europe or Asia.



### **Do you have a customer portal that's intuitive and easy to use?**

Of course, we strive for simplicity. In fact, our current customer portal is in further development for an even better, smarter and easier functionality.



### 37 Can you do a cost/benefit analysis for potential customers of colo versus VPS versus dedicated cloud?

This is subject to customer requirements for the workload, which can cover compute/storage capacity requirements, regulatory requirements and inhouse skillset to operate the solution or application. For simple email, we might recommend a managed secure email service with a domain-hosting service. But if regulatory or security requirements are high or volume of addresses is high, we might want to build you a dedicated platform. Subject to required performance, this then might be either dedicated physical servers (performance, raw CPU) or virtual servers (software mobility) giving a small sacrifice to performance.

If the customer has the complete set of IT skills covered and strict regulatory or security constraints, perhaps colo is best where the customer runs the entire platform (to whatever architecture) itself. For simple workloads, i.e. simple webserver, VPS is the most cost-effective solution, delivering the customer a virtual server+ OS and the ability to build its own platform within.



### 38 How quickly can you price out a proposal?

Depending on the size and complexity of the requirement we are confident that most standard proposals can be turned around within a week.



### 39 Do you employ your own remote hands?

**Yes.** Our remote hands capability is sourced internally.



### 40 Can you provide private peering across different colocation facilities?

Based on our LANLINK product, we can provide a Metro X-connect, building connectivity between any two Colt data centres or a Colt data centre and any other on-net data centre.





**Our data  
centre sites**



## 41 Do you have any entertainment or snacks available at the data centre?

Most sites have a kitchenette with seating space, coffee/tea making facilities and vending machines for snacks. For example, our London Welwyn site has a mini garden area, pool tables, television and free Wi-Fi for our customers. These areas are also intended to provide the ability to remotely configure the racks on site, rather than working within the machine rooms all the time.



## 42 Can you provide practical things like ladders or carts when we're on site, cost and hassle-free?

**Yes.** We have a number of specialist items like pallet trucks, ladders and PPE which are bookable for customer deployments. These are booked on a first come basis.



## 43 Do you provide power density to support future technologies (i.e. over 10kW per cabinet)?

**Yes,** our innovative solutions allow for high-density racks up to 16kW in a number of our data centres across our estate.



## 44 Do you have fully redundant power?

All of our Colt Tier 3 sites have fully redundant utility supplies to the site (N+N). Standard colocation solutions are always delivered with resilient power connectivity to the rack/cabinet.



## 45 Is there redundant routing of networking into the site?

As our sites are carrier neutral, we welcome alternative carriers onto the site to provide customers with the flexibility of choice. As such, all our sites have at least two diverse network routes into them plus room for many more.



## 46 Do you limit power usage and output? Is there an estimated use tolerance?

No, our sites that have been built with our innovative modular approach typically have a design threshold of 4kW, while the traditionally built sites are at 2.3kW. However, we have many solutions to increase these limits depending on your requirements.



## **Can you map the geographic location against key risks like flood plains, flight paths and fault lines?**

Each Colt site has a Local Environmental Site Assessment conducted prior to acquisition that is reassessed annually. This report provides a review of the local environmental security risks for the particular site, as they existed at the date reviewed. As such, the report is intended to provide information on environmental security risks that should be considered as part of any overall site risk assessment. Details of environmental hazards can be found in each of our property specification sheets.



## **Can you describe the internal protection of your racks and security accreditation?**

Site security is a critical issue, ranking alongside availability and resilience as a key factor in selecting a data centre site. Our sites meet all security expectations through a combination of carefully designed physical measures and proven processes certified to ISO 27001 standards. This underlines our commitment to preserving the confidentiality, integrity, availability and physical security standards of our customers.

Multiple layers of physical security are available from your racks up to the perimeter fence. The first six layers are included in the base design of each data centre. These are:

1. Main building via strict access control procedures requiring photo ID and an electronic access card.
2. Single person man trap control access to the data centre area.
3. Access-controlled doors to each data hall, which require additional security approval above the levels granted for staff that access the office complex.
4. Access-controlled doors to the cold aisles.
5. Access-controlled rack doors.
6. Essential critical plant areas also have Colt engineering access only via strictly controlled protocols and procedures.



## 49 Can you share the frequency of testing of back up/fail over, and how often do you have full 'event' testing?

As with all our critical infrastructure, Colt undertakes a monthly full-load generator test as part of our comprehensive preventative maintenance programme.



## 50 Do you specify clear way out conditions in your contracts?

**Yes.** Colt contracts are clear, open and always subject to local law.



## 51 You do not own our data, how can you reassure us it is being protected?

We adhere to all of the local data protection laws. In fact, we pride ourselves in providing secure solutions. With Colt you always know where your data lives, compared to other big cloud services, which can host your data anywhere around the globe.



## 52 Is there a possibility to renegotiate contracts after three years?

After contract expiry, it is always possible to renegotiate contracts and make them aligned to the latest market trends and situation.



**“I want a partner who is financially stable”**

Pete, 44  
CTO in retail



### **Can you accommodate flexible pricing in terms of capacity verses usage?**

**Yes**, we are able to fully tailor the offering subject to the customer's requirements. We are also able to provide financial flexibility and help in mitigating risk during data centre moves. When a customer is moving from their own data centre or another colocation facility, we can provide temporary space, in consideration of the total space contracted, at a reduced rate with reduced power provision. This eases the burden of what can be financially and technically expensive moves.



### **What is the long-term plans of your business?**

Our current mission is to fill and grow our data centre business and expand where the market demands. As proven in previous years, Colt will invest in new data centre capacity as we see demand from our customers. As for this year, we wanted to expand our portfolio beyond just Colt Tier 3 sites because we understand different types of businesses and data require different storage solutions. Hence why we launched two Tier 2 data centre sites – Birmingham and Stockholm – and intend on launching an additional four across Europe before the end of the year, delivering economical advantage to our customers.



### **What transparency can you offer regarding power capabilities/ redundancies both now and in the future?**

Our power distribution infrastructures on all Colt Tier 3 sites are N+N from building entry to rack power connectivity (A+ B feed). As devices and the power distribution within these devices evolve (e.g. blade chassis), eventually resulting in a move from power consumption of N+N resilience and a move towards internally alternative power distribution architectures, our data centre design might need to follow such a trend if it would mean that the traditional A+B feed would not be enough to support that evolution of the devices.

# Thank you

Thank you for reading our report. If you have any more questions or queries, please contact us

## Contact

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# Contributors

We sourced the questions for this guide from a wide range of experts - conducting more than 20 direct interviews, as well as surveys and mining RFPs. In total the guide was distilled from over 100 sources. Some example question contributors and roles:

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