

AOFEI

Chinese IT giant leverages Colt DCS hyperscale data centre expertise and global presence to expand its international network.

Customer Case Study



Introduction

AOFEI is one of the biggest IDC companies in China. It provides network resources to a mixture of finance, internet, gaming and corporate customers. AOFEI's clients, like so many businesses in the modern world, rely on rapid and reliable network speeds, as well as data security.

While AOFEI is most strongly established in China, it also has market presence throughout Asia. The customers it serves are largely cloud service providers, content delivery network providers, global internet service providers, and some other OTT service providers – all of which cover a variety of industries and serve a large number of customers.

AOFEI is now looking to expand outside of the Asian market, and has already started planting roots in Europe.

Data centres will be at the very heart of this expansion, with hyperscale facilities taking centre stage. To achieve its vision and provide a consistently high-quality service to customers across the globe, AOFEI has partnered with Colt DCS, leveraging the company's hyperscale data centre expertise and global presence.





Challenge

AOFEI is looking to expand its operations quickly. With an expansion timeframe of between two and three years, the company is targeting international markets, including the UK, France, Netherlands, and Japan. Essentially, AOFEI's international strategy is to build a carrier network across Asia, Europe, and the U.S. Having purchased space with Colt DCS in London, this journey is well underway.

The challenge is twofold. Firstly, AOFEI must figure out a way to reach these markets quickly. Secondly, the transition has to be seamless, so that existing and new customers do not suffer from the increased demand for AOFEI's network. If managed ineffectively, this could lead to slower network speeds, for example.

Partnering with a data centre provider that has international presence and market expertise is crucial to overcoming this challenge. That's where Colt DCS comes in. Colt DCS' expanding hyperscale data centre portfolio includes locations such as London, Paris, Frankfurt, Rotterdam, Mumbai, Osaka and Tokyo. These facilities, strategically located, will allow AOFEI to grow into their desired markets as and when they are ready to do so.

“For years, AOFEI has been a trusted network provider to some of the biggest cloud companies in Asia. To grow the business, global expansion is the obvious next step.

We want to reach previously untapped markets, across Europe, Asia and the US, expanding our customer base in the process. To achieve this in the timeframe we have set ourselves, we needed the expertise of an experienced hyperscale data centre provider, with a global presence. That's why we partnered with Colt DCS.”

Ben Li, Vice President of Sales, AOFEI

Why Hyperscale?

A key reason AOFEI decided to partner with Colt DCS on this project was because of the company's extensive hyperscale data centre portfolio and expertise. So, the question is, why was hyperscale so important to AOFEI? As AOFEI expands into new markets, demand for its network will naturally increase. This means, especially in the early years

of establishing themselves in these markets, the company will have to rapidly scale up operations to meet demand. With hyperscale data centres, these adjustments can be made quickly and at no additional cost. Rather than paying to alter their cloud infrastructure entirely, AOFEI can instead purchase more space within the hyperscale facility.

Likewise, if demand fluctuates in these markets, AOFEI can easily scale down operations to avoid spending on space they do not need. As the company expands across the globe and opens itself up to more market fluctuations and unforeseen disruptions, this flexibility will be pivotal.

Critically, with a hyperscale solution, AOFEI can strategically select which data centres they operate out of. In the correct location, one hyperscale facility can be used to service multiple markets across a region, while offering low latency.



Why Colt DCS?

For AOFEI, Colt DCS' international presence was key in deciding which partner to choose. Their hyperscale data centre portfolio, which is constantly expanding, allows previously regional companies to access international markets at speed. In addition, those international facilities are run by highly skilled and bi-lingual staff, who can offer support and advice about local markets. This level of counsel is important when entering previously unexplored markets.

With over 25 years of experience in the data centre industry, Colt DCS can also be relied upon to provide a consistently high-quality service to its customers. Their hyperscale facilities provide businesses with total freedom to scale up or down, depending on their needs in the moment. Providing IT power in megawatts, Colt DCS' data centres provide a huge amount of power at the most effective storage densities.

This will help AOFEI service its customers, irrespective of their needs.

Finally, all of Colt DCS' hyperscale data centres are 100% carrier, cloud and internet exchange neutral. This will allow AOFEI to benefit from better cost efficiencies, optimal uptime and hybrid-cloud access available on demand. With AOFEI servicing some of the biggest cloud providers in the world, this will be essential.

“With Colt DCS’ extensive experience in the data centre industry and its international hyperscale portfolio, we are confident that AOFEI’s global expansion will be quick and seamless. The most important thing is that we can provide a consistently fast and reliable service for our customers, irrespective of where they’re based. Hyperscale data centres will enable us to achieve exactly that.”

Ben Li, Vice President of Sales, AOFEI



About AOFEI

Based on the operation concept of “boutique network and global service” and relying on years of IDC technology accumulation and international resource advantages, AOFEI plans to build and operate a world class global “carrier-level” network. AOFEI’s global network service capabilities cover more than 20 countries and in regions such as Asia Pacific, Europe, America and the Middle East, and provide global customers with IPT, networking, cloud, SD WAN and system integration services.

With the completion of several POP points in the world and the construction of more submarine cables, the global network of AOFEI is expanding continuously. At present, AOFEI data has more than 40 pops and submarine cables in the world, providing customers with quality internet services.



Headquarters: Hong Kong, China
www.aofidc.com

Our Carrier Neutral Data Centre Locations

France

Colt Paris South West Data Centre

Netherlands

Colt Rotterdam Data Centre

United Kingdom

Colt London West Data Centre
Colt London North Data Centre
Colt London Hayes Data Centre

Japan

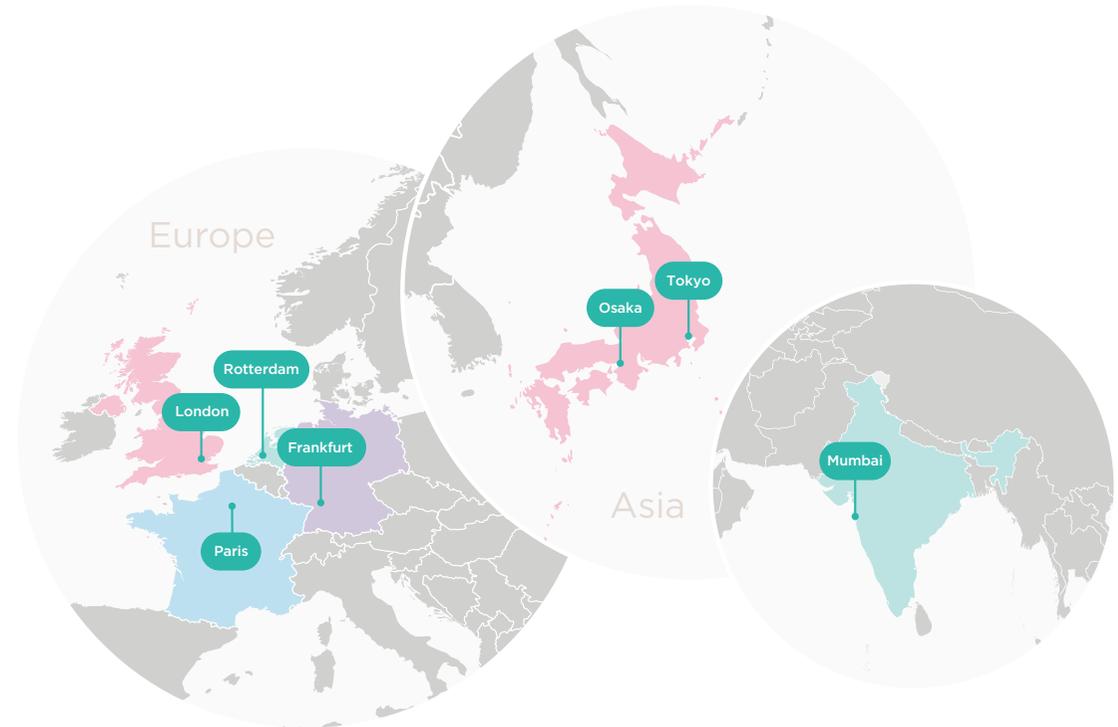
Colt Osaka Data Centre
Colt Osaka Keihanna Data Centre
Colt Tokyo Shiohama Data Centre
Colt Tokyo Inzai Data Centre
Colt Tokyo Inzai Data Centre Two
Colt Tokyo Inzai Data Centre Three
Colt Tokyo Inzai Data Centre Four
Colt Tokyo Otemachi Data Centre

Germany

Colt Frankfurt City Data Centre
Colt Frankfurt West Data Centre

India

Colt Mumbai Data Centre



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📷 Colt Data Centre Services

Colt DCS provides true service and operational excellence in the sustainable design, build, delivery and operational management of hyperscale data centres across Europe and APAC. We provide data centre solutions to hyperscale and large enterprise customers across 16 state-of-the-art-carrier neutral data centres spanning 7 cities.

Our hyperscale and colocation solutions allow our customers freedom to plan effectively for the growth of their business, knowing that their data centre strategy is ready for the demands of tomorrow.

We have over 25 years of experience in the industry, delivering on our vision of being the most trusted and customer centric data centre operator in the market. We put environmental awareness at the heart of everything we do because we know it's the right thing to do for our planet. That's why we're taking the ownership to reduce our environmental impact globally and make sustainability a key strategic driver.

As part of our sustainability journey, Colt DCS has set comprehensive near-and long-term Science Based Targets to cut our emissions in line with the SBTi's latest Net Zero Standard.

www.coltdatacentres.net

Accreditations:

ISO 27001
ISO 14001



colt
Data Centre Services