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Tuesday, July 25, 2017

**TRENDING** Vertiv CEO on the future of critical infrastructure (<https://data-economy.com/vertiv-ceo-future-critical-infrastructure/>)

Data Economy Blogs (<https://data-economy.com/tag/blog/>) World (<https://data-economy.com/tag/world/>)

## Italian Data Centre Investment Steps Up In Line With Milan's Increased Hub Importance

By Guest Contributor (<https://Data-Economy.Com/Author/Guestcontributor/>)

**PUBLISHED:** 14:02, 24 July, 2017

**UPDATED:** 14:45, 24 July, 2017



After several years of stagnation, Milan now has 3 large campus sites, including SuperNAP, Data4 and Aruba, as well as the Via Caldera interconnect facility. It appears that Italian investment is finally moving to catch up with the rest of Europe.

As a key termination point for traffic coming in from Middle Eastern and North African countries via Sicily and Bari, along with Asian traffic landing in nearby Marseille, Milan is in play as a key hub for connectivity in the region. With around 200+ ISPs, 40+ Carriers and the national peering point (MIX) Milan is the most fibre-dense area in Italy.

Another interesting project, **OpenHubMed** (<https://www.openhubmed.it/the-project/>) plans to relaunch the role of Italy in international markets through interconnection and peering services, improve transit and capacity and reduce traffic latency to Mediterranean countries.

### *Aruba S.p.A*

The hosting specialist has already established a 20,000 m2 facility in Ponte San Pietro (Bergamo) close to Milan, with more than 4MW of power – of the 90MW planned for the whole campus – already sold. It will be fully up and running this summer, and will officially open on 5 October 2017. The company has its own dark fibre infrastructure offering a dual path to the Caldera Business Park in Milan. The data centre will run on renewable energy supplied by a number of utilities, as well as a hydroelectric plant and a photovoltaic system, both belonging to Aruba. As well as this, a geothermal cooling system will offer lower energy consumption.

### *SuperNAP*

The US firm has opened its first EMEA data centre hub in Siziano, outside Milan investing some €300m. The Italy facility includes 42,000 m2 of data centre space with four data halls, 40MW of power distributed through two 132 kV transmission paths and a proprietary tri-redundant UPS power system. In addition, the facility offers up to 40 kilowatts of power per cabinet, and 200 multi-carrier fibre couples with separate paths.

### *Data4*

The company has invested more than €100m in the Cornaredo campus, just 7 km outside Milan over the past couple of years. The DATA4 campus will be interconnected – via multiple redundant fibers – to the MIX exchange point in Via Caldera (San Siro area) and will allow for the transparent exchange of Internet traffic between all interconnected operators. RETELIT was selected to connect its Milan campus to the Milan metropolitan and Italian national networks, as well as beyond via the sub-sea cable landing stations in Italy.

Infrastructure and data services provider RETELIT has also developed a new backhaul product with BICS by combining their respective infrastructures across Italy and Europe using Retelit's AAE-1 landing in Bari (Italy). The new joint connectivity solution enables AAE-1 submarine cable users to be connected through Bari to Milan as well as other key European locations.

#### CDLAN

The company has invested around €12m in expanding the footprint at its existing facility in Milan and building a second one elsewhere in Italy. The company operates in West Milan through its colocation business arm Caldera21 which runs a facility in the Caldera Business Park, also home to the Milan Internet Exchange. The current Caldera21 data centre has been built to mirror a Tier IV data centre, has 6MW of power connectivity available and offers 33,368 ft sq of colocation space. The company has expanded its UPS power to 3MW, the maximum capacity possible at the site. The build addresses growing customer demand for both wholesale and "move-in-ready" data centre space in Milan.

#### Other data centres present in Milan include –

Equinix – 3 facilities ML2, ML3, ML4 (south and north east of the city)

Colt Technology Services SpA (Lancetti)

3p Data Center Srl

Mix Srl (at via Caldera)

Wholedata

Seeweb Srl

IBM

Keppel DC REIT (acquired 15.3k m2 facility 8km from Milan for €37.3m in 2016)

Interoute (Virtual data centre)

**For more information contact enquiries@broad-group.com (mailto:enquiries@broad-group.com)**

#### **Philip Low, Founder & Chairman, BroadGroup**

Mr. Low founded BroadGroup an Information Media Technology and Professional Services company in 2002. Prior to that time, he held several leadership roles in consulting firms focused on the IT and Telecoms sectors. He has specialised in global developments in the tech sector and has previously lived and worked in the Asia, the Middle East and Europe.

Mr Low's specialities are consultancy, strategic analysis, marketing strategies, report publishing and event production.

**<http://www.broad-group.com/> (<http://www.broad-group.com/>)**

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Telia Carrier to deploy across ALL EdgeConneX data centres worldwide (<https://data-economy.com/telia-carrier-deploy-across-edgeconnex-data-centres-worldwide/>)

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## The EMEA '50': Data Economy EMEA Influencers 2017

By DE Newsroom (<https://Data-Economy.Com/Author/De-Newsroom/>)  
**PUBLISHED:** 15:26, 20 April, 2017  
**UPDATED:** 15:26, 20 April, 2017

 A promotional graphic for the EMEA Influencers 2017. The background is a silhouette of a person in a suit standing on a rock, looking out over a sunset sky. A blue overlay on the right contains the following text and icons:
 

Who are the 50 most influential people in the EMEA data centre and cloud spaces today?



Nominations close May 12



### Do you know a Data Economy Influencer?

We want to define the 50 people who are leading data centre and cloud in a new innovative direction. Be it through technological breakthroughs, business acumen, political guidance or exceptional marketing.

- Do you know a person who has shown outstanding leadership in cloud or data centre space?
- Have they individually impacted the direction of our sector?
- Have they facilitated innovation in the EMEA region?

*If so you may know a Data Economy Influencer!*

As part of the launch of our first ever print edition, Data Economy is seeking to identify the 50 people in EMEA changing the data centre and cloud stakes.

The EMEA '50' is now open for nominations. If you think you know someone who deserves recognition for their game-changing impact, then nominate them **here**. (<http://www.broad-group.com/emea-50>)

The EMEA '50' will be profiled in our Data Economy Magazine which will be launched at the Datacloud Europe 2017 congress in Monaco and the person ranked number 1 will received a special award for their achievements at the 10<sup>th</sup> Annual Datacloud Awards on the 6<sup>th</sup> of June 2017.

## Nominate today! (<http://www.broad-group.com/emea-50>)

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Google opens London cloud region in 'vote of confidence to the UK' (<https://data-economy.com/google-opens-london-cloud-region-vote-confidence-uk/>)



Why it's important to have a hybrid data centre strategy (<https://data-economy.com/important-hybrid-data-centre-strategy/>)

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## Monthly Review: Welcome To The Digital-Dependent Society On Data Centres, Cloud And Data

By João Marques Lima (<https://Data-Economy.Com/Author/Joaomlima/>)

**PUBLISHED:** 10:08, 30 January, 2017

**UPDATED:** 10:08, 30 January, 2017



The first month of 2017 has not disappointed. We saw big acquisitions, large data centre openings, many partnerships and a shifting geo-political landscape that is shaping the industry for the months ahead. Here's the highlights.



January was a month of big figures. **\$3.5tr**, the amount expected to be **spent on IT in 2017** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=d74a98f257&e=8b211d6689>). **\$175bn**, the amount to be spent on data centre systems. **\$48bn**, the predicted colocation and wholesale **data centre market revenues** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=acbef0e261&e=8b211d6689>) by 2021.

The values show the ever growing **digital-dependence** of societies around the world **on the data centre**, as the **data economy** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=78ce0b02ba&e=8b211d6689>) starts to deliver its first results.

However, we also saw this month that despite businesses' dependence on data centres being on the rise, **many are still lacking the knowledge** to identify the services they need and spot misleading providers.

We covered the story of **ServerLoft, a Brazilian IT services provider, which left 16,000 customers without access to their data** in the country's "**largest digital blackout**" (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=56f6f9aa99&e=8b211d6689>)" ever.

**The case is far from over** as the lawyer in charge of representing several customers exclusively explained to **Data Economy here** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=2deb1c9cbf&e=8b211d6689>). Caught up in the controversy are other companies such as **Equinix, Dell, Juniper Networks and VMware**. We will continue to follow this story.

Also in Brazil, a **power cut** (<http://broad-group.us13.list-manage2.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=e23d8bf6db&e=8b211d6689>) is said to have been the reason of an **IBM data centre going offline**, with some customers experiencing **up to eight hours of downtime**.

On the other side of the ocean, in Europe, **data centres were also hit by a power outage in Amsterdam** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=c0343ccc6a&e=8b211d6689>) which **killed two people**. We spoke to local providers Equinix and Switch Datacenters on the incident.

A lesson from this outage, came however from the CEO of **The Data Center Group, whose facility in the Dutch capital experienced mechanical problems** during the power cut.

CEO Siemon van den Berg was **quick to react and inform customers**, proving how crucial it is for **companies today to be transparent** and constantly in contact with their clients.

This month we also found that the **UK is going for a 'hard-Brexit'**, and saw many moves influenced by this. For example, a **subsea cable linking Marseille to New York** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=93e1f11496&e=8b211d6689>) is avoiding "**the chaos around Brexit**" with those in charge telling companies to "**avoid the UK completely and go directly to New York**".

We also heard a Microsoft manager **hitting at the possibility** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=12c6b3fa2d&e=8b211d6689>) of the company **moving its data centre focus elsewhere**, should Brexit-UK increased tariffs. Microsoft was quick to react saying the **comments were not "reflective of the company's view"**.

But not all was bad. French cloud provider **OVH finally lifted the veil on its UK data centres**, with **three set to open in East London** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=05abfbbco4&e=8b211d6689>) in the coming months. In its announcement, the company labelled **London as the tech city of Europe**. Can Brexit destroy that?

As industry leaders pointed out at the **Finance and Investment Forum 2017** (<http://broad-group.us13.list-manage2.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=3504721c0c&e=8b211d6689>), the UK will **not close down for business after Brexit** and it is still early to say what is going to happen. **'Uncertainty' seems to remain as the keyword**.

In the Nordics regions, the industry keeps accelerating and taking new disruptive approaches. For example, Stockholm has set a goal to have **10% of the capital's heating needs powered by data centres** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=f21fb70afe&e=8b211d6689>). (Air France has also used heat from its data centre in its offices (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=fb5207c436&e=8b211d6689>)).

**Facebook has made headlines** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=55f616fc8d&e=8b211d6689>) for finally confirming it is **building a data centre in Odense, Denmark**. We explored **why the web scale giant has chosen Denmark** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=e8bc725aa0&e=8b211d6689>) for its third non-US data centre while **it aims for five billion users worldwide**.

940Km away, in Vilnius, Lithuania, a **shocking decision by the government** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=19dcc60dbb&e=8b211d6689>) to **halt the construction of a data centre over fears it could be used by Russian hackers** to spy on the county caught many by surprise. **Developers have appealed against the decision** and promise to fight for the hub to be built.

The decision was taken in the wake of a **debate in the US over fears Russia** had interfered with the elections in November 2016. And this brings us to one of the biggest events of year: the **arrival of Donald Trump at the White House** on January 20.

In one week, **President Trump has reshaped American politics** and caused much stir amongst different sectors, including the technology one which has seen **bosses at Facebook, Microsoft, Google, Apple, Tesla and more blast out against some of the policies** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=8a638f846b&e=8b211d6689>). **Data Economy** has run down a list of things that **will not happen under Trump's presidency** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=14ee12f5b5&e=8b211d6689>) to give some peace of mind to the sector.

In the data centre space, the US government is on a journey to **reduce IT costs in the Army**, but plans seem to have stalled **forcing the Army Secretary to intervene** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=6da3b7cff4&e=8b211d6689>).

Elsewhere in North America, we saw **HPE invest \$650m on data centre startup SimpliVity** (<http://broad-group.us13.list-manage2.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=1a61eb6fe3&e=8b211d6689>). Facebook's new Los Lunas data centre is predicted to generate a **\$2bn local economy** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=8d4427a401&e=8b211d6689>), Equinix secured **\$1bn** to fund its **Verizon acquisition** (<http://broad-group.us13.list-manage.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=2712cd7f7d&e=8b211d6689>), and **Switch Supernap** got a **critical yes** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc51ffcc00dd972ee8b8909&id=2c17bd8944&e=8b211d6689>) for its **\$5bn pyramid data centre**.

In the MEA region, **Ooredoo expanded** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=6eba599de5&e=8b211d6689>) its **data centre in Qatar** while in Tanzania, the government is preparing to **ban all data centre builds by the public sector** in a push to force them to **use a Tier III facility run by TTCL**. (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=4e72c41b73&e=8b211d6689>)

Lastly, the **APAC region** which wants to place itself as the next leader for digital services and China seems to be taking the lead. The country **has launched a \$14.6bn investment fund** to become an **internet superpower** (<http://broad-group.us13.list-manage2.com/track/click?u=9adc511fcc00dd972ee8b8909&id=8a6201c8b3&e=8b211d6689>).

Also in China, **Hong Kong and Shenzhen put a 20-year-old border dispute behind their backs** and announced the construction of a **13 million sqf innovation and technology park** (<http://broad-group.us13.list-manage2.com/track/click?u=9adc511fcc00dd972ee8b8909&id=6fe6992cb1&e=8b211d6689>) days after **Huawei moved its data centre out of Shenzhen**, which awakened old rumours the company is **looking to relocate its HQ** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc511fcc00dd972ee8b8909&id=968a7c9a1e&e=8b211d6689>).

In India, **Sify Technologies**, which works with 43 data centres in the country, **received a warning from NASDAQ on low shares price** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=33e39757cf&e=8b211d6689>). The **Indian data centre infrastructure market** has also been predicted to **be on a 3.72% CAGR until 2020** (<http://broad-group.us13.list-manage2.com/track/click?u=9adc511fcc00dd972ee8b8909&id=5dd5ed319d&e=8b211d6689>), when it should **top \$2.45bn market cap**.

In Malaysia, **data centres are to profit on \$244m** (<http://broad-group.us13.list-manage2.com/track/click?u=9adc511fcc00dd972ee8b8909&id=e2e5864292&e=8b211d6689>), while in South Korea the **Tata Group is readying to build a data centre** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc511fcc00dd972ee8b8909&id=8dc57074f9&e=8b211d6689>) aimed at the country's **\$1.8bn connected car market** and in Singapore, **Singtel opened a \$280m 570,000 sqf data centre** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=8ad3cf32ff&e=8b211d6689>).

We close this monthly roundup going back to the **Word Economy Forum, held in Davos** and where tech executives, celebrities and world leaders, **pointed to the possibility of social unrest** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=9a2e003ef6&e=8b211d6689>) worldwide if governments fail to deploy technology while **keeping humans part of the revolution**.

## Here's Data Economy's January 2017 top most read:

- 1) **Elon Musk gets closer to worldwide internet dream** . (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=2a78179847&e=8b211d6689>)**Read more** ([http://broad-group.us13.list-manage1.com/track/click?u=9adc511fcc00dd972ee8b8909&id=0d1932d85b&e=8b211d6689](http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=0d1932d85b&e=8b211d6689))
- 2) **Deadly Amsterdam power outage knocks-down data centres** . (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=46e687adcb&e=8b211d6689>)**Read more** ([http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=bf514279e5&e=8b211d6689](http://broad-group.us13.list-manage2.com/track/click?u=9adc511fcc00dd972ee8b8909&id=bf514279e5&e=8b211d6689))
- 3) **Exclusive. Equinix faces being sued after 16,000 lose server access in Brazil's 'largest digital blackout'** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc511fcc00dd972ee8b8909&id=344e6e1c3e&e=8b211d6689>). ([http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=f80516bda6&e=8b211d6689](http://broad-group.us13.list-manage1.com/track/click?u=9adc511fcc00dd972ee8b8909&id=f80516bda6&e=8b211d6689))**Read more** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=4fff22a001&e=8b211d6689>)
- 4) **IBM Brazil data centre outage prompts cloud scare** . (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=154a263eff&e=8b211d6689>)**Read more** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=dcc6d8e40&e=8b211d6689>)
- 5) **CES 2017: Tier IV data centre launches to serve Pan-Caribbean region (and it's category 5 hurricane proof)** . (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=d2761f9eed&e=8b211d6689>)**Read more** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=614999295f&e=8b211d6689>)
- 6) **'Avoid UK completely, go directly to New York': New Brexit subsea cable to link EU-US** . (<http://broad-group.us13.list-manage2.com/track/click?u=9adc511fcc00dd972ee8b8909&id=20ddf1c8e&e=8b211d6689>)**Read more** (<http://broad-group.us13.list-manage1.com/track/click?u=9adc511fcc00dd972ee8b8909&id=94f8ce8bd9&e=8b211d6689>)
- 7) **Rise of the digital age will see banks hit by API economy** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=e92bb21b0f&e=8b211d6689>). (<http://broad-group.us13.list-manage1.com/track/click?u=9adc511fcc00dd972ee8b8909&id=79b2640b66&e=8b211d6689>)**Read more** (<http://broad-group.us13.list-manage2.com/track/click?u=9adc511fcc00dd972ee8b8909&id=b993dd5300&e=8b211d6689>)
- 8) **Terrorist threat in UK capital leads telco to move away from London data centre** . (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=3adc231fc7&e=8b211d6689>)**Read more** (<http://broad-group.us13.list-manage.com/track/click?u=9adc511fcc00dd972ee8b8909&id=9d9517e166&e=8b211d6689>)

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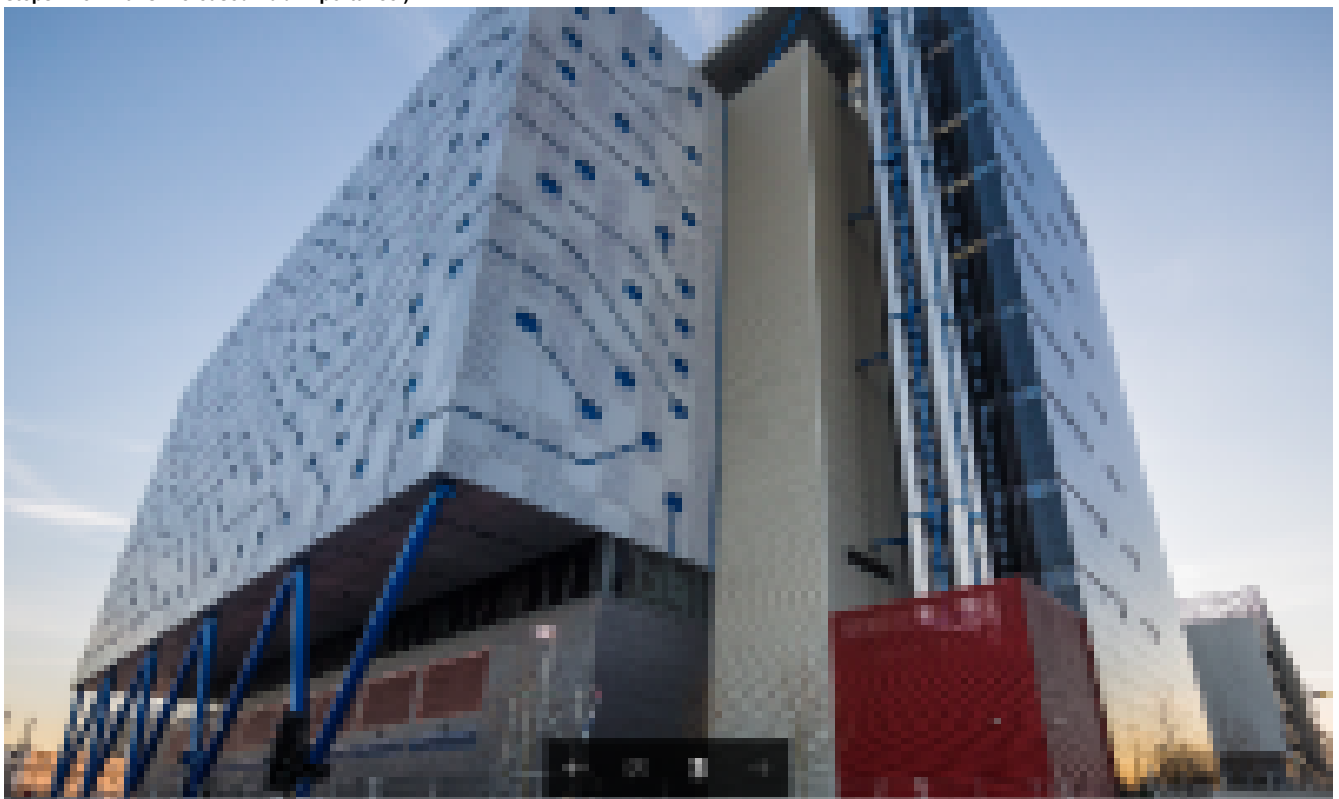


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## Identity Resolution – The Must-Have Marketing Watchword For 2017

By Guest Contributor (<https://Data-Economy.Com/Author/Guestcontributor/>)

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by David Barker, Global Product Director, **Axiom** (<http://www.axiom.co.uk/>)

Identity resolution; may sound like a TV crime drama or Hollywood blockbuster, but instead it is set to be the watchword for all integrated marketing strategies from now and forever into the future. In a nutshell, it means being able to identify and unify a customer's interactions with a brand, across all touchpoints.