

Data Centre and Cloud 2016 Awards:

## DigiPlex wins double at the Data Centre and Cloud Awards 0216

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DigiPlex, the leading Nordic data centre company and the largest owner-operator in Norway, has won double at the annual Data Cloud Europe convention. DigiPlex won two separate awards - the coveted "Most Innovative Energy Solution Award" in recognition of its breakthrough work in developing and implementing energy-efficient solutions, particularly in the field of cooling technology - as well as its Chairman and founder, Byrne Murphy, taking home the prestigious accolade of 'Data Industry Achievement Award' which recognizes one individual who has made a significant contribution to the Data centre industry. The ceremony took place in Cannes, France.

### **Most Innovative Energy Solution Award**

Energy efficiency has remained an extremely high priority for the majority of data-centre providers, and considerable resources are being devoted to the development of optimal solutions. Innovation in the field of energy efficiency is driven by both a desire to protect the environment while also keeping energy costs as low as possible for customers.

"Since energy efficiency is one of the really major differentiating factors in this industry, and since we at DigiPlex have invested substantial resources in both development and implementation, we are especially delighted and proud to have won this award," says DigiPlex CEO Gisle M. Eckhoff.

The "Most Innovative Energy Solution Award" is presented to the company which has come up with the most innovative new technology, new way of using existing technology, tailored data centre architecture or creative strategy to resolve the energy challenges facing a data centre.

DigiPlex utilises Air-to-Air cooling solutions, which exploit the relatively cool and moist Nordic climate to ensure an optimal temperature inside the data centre. The company has also developed advanced algorithms, which optimise the already efficient cooling system based on the amount of energy being consumed at any given time by the IT solutions at the data centre. This has resulted in an extremely low energy consumption, or power usage effectiveness (PUE), of 1.1–1.2. No other data centre provider in the Nordic region can match this level of energy efficiency, which benefits both the environment and the customer.

“Even though we have now received this recognition of our efforts to develop energy solutions for 'tomorrow's data centres', we have no plans to rest on our laurels. We will continue striving to reduce the amount of energy required to cool a data centre. Happily, we are currently the best in the Nordic region in this respect, and among the best in the world – we aim to retain that position,” says Eckhoff.

### **Data Industry Achievement Award**

Byrne Murphy is the Chairman and co-owner of DigiPlex, and was awarded the Data Industry Achievement Award in recognition of outstanding individual contribution to the data center industry. Broad Group, the awarding body, described his industrious work and – especially - his 'invention' as deserving of both recognition and celebration, specifically highlighting the following major innovations brought about under his leadership:

- Innovative use of technology to tackle one of the industry's biggest challenges: environmental impact - all DigiPlex data centers are at the leading edge of energy efficiency and environmentally sustainability
- Quality consistently sustained - DigiPlex has maintained an enviable 100% 'uptime' performance record
- Longevity and proven experience - Mr Murphy founded the longest running center in the European region and is a significant influencer of the global direction of datacenter growth
- Innovation, particularly around 'clean energy' remains a sustained commitment - the newest DigiPlex data centers feature PUEs at, or less than, 1.1. – demonstrating continued dedication to excellence.
- Breaking new ground in financial modeling – DigiPlex secured the world's first ever data center bond to provide both the construction and permanent financing of a data centre for its zero carbon emissions facility in Oslo.

Across Mr Murphy's career, the theme of 'innovation' unites his experience which spans twenty-five years experience in the field of international property investment and specialist data centre development. He has 'imported' three different US concepts to Europe during his career to date: outlet centers, private residence clubs and, more recently, data centers. He was one of the earliest pioneers in energy efficient datacenters and his career has consistently focused disruptive innovation to drive market value:

- At the forefront of importing the outlet concept to Europe, Mr Murphy is the former Deputy Chief Executive and co-founder of BAA McArthurGlen, Europe's largest owner and operator of designer outlet centres.
- A joint venture between Mr Murphy and Fingen Group, Palazoo Tornabuoni is a private residential club created through the meticulous restoration of a 15<sup>th</sup> century Medici palace in Florence. It is managed by Four Seasons Hotels and Resorts, and is one of the world's most luxurious private residence club. In 2010 Palazzo Tornabuoni won the coveted "Award of Excellence" from the Urban Land Institute.
- Mr Murphy is the founder and Managing Director of Kitebrook Partners, an international real estate company. Mr Murphy is also the author of *Le Deal*, the award-winning memoir of his first decade living & working in Europe.

## Notes to editor

### *ISO certification*

DigiPlex not only strives to have the highest standards of energy efficiency, but also ensures that its facilities and their operation are ISO-certified. For example, the company's newest data centre in Upplands Väsby, north of Stockholm, Sweden, recently received ISO certification (ISO 27001: 2013 Information Security Management and ISO14001: 2004 Environmental Management System Standard). The aim is for DigiPlex's data centres to be the very best that companies and organisations can choose for their IT solutions.

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### About DigiPlex

DigiPlex designs, builds and operates data centres in the Nordic region. The company specialises in delivering tailored, secure and resilient environments with the highest possible availability. Both private and public organisations, including security-sensitive customers such as government and financial institutions, trust DigiPlex data centre solutions. All DigiPlex data centres are powered exclusively by sustainable sources of electricity.

Read more at [www.digiplex.com](http://www.digiplex.com)

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