

Server City Ltd is an industry leading co-location and managed server, hosting specialist based in the heart of London. Established in the late nineties they operate from two fully featured, carrier class data centres. Privately funded, the focus is on providing quality of service while maintaining value for money in order to provide the customer with the maximum return on investment.

| Project Scope Overview | |
|------------------------|---|
| Customer: | Server City |
| Site Location: | The Broadway, Stratford, London |
| Requirements: | <ul style="list-style-type: none"> • 40 Category 6 UTP preterminated bundles • Multimode 50/125 12 core OM3 fibre optic cable preterminated • Patch panels, patch cables and cable management with Traffolyte labelling system • Live Data Centre with capacity for an additional 450 servers in 40 new racks |
| Equipment: | Preterminated Category 6 UTP plus OM3 fibre optic |

Chairman of Server City Doug Richardson commented, “The ongoing shake-up in the internet market has seen the birth of a new breed of hosting provider; able to provide advanced, modular dedicated hosting solutions to meet the needs of its customers. Server City is leading this new breed of hosting providers and can supply a complete solution for any e-business. To provide the highest standard of service we have recently invested in this new facility in Stratford. We have an experienced team that knows exactly what is needed. With the Connectix preterminated Category 6 product we can install 10 racks a day with one engineer, once the server cabinets are in place. That includes getting the cabinets into the Data Centre, fitting the basket tray and installing the structured cabling. The power is under floor and is a 10 minute job to plug in. That works out to 30 cabinets so far in 3 days, with the last phase due next week. This gives rack space for an additional 450 servers, nearly doubling the capacity at Broadway Stratford.

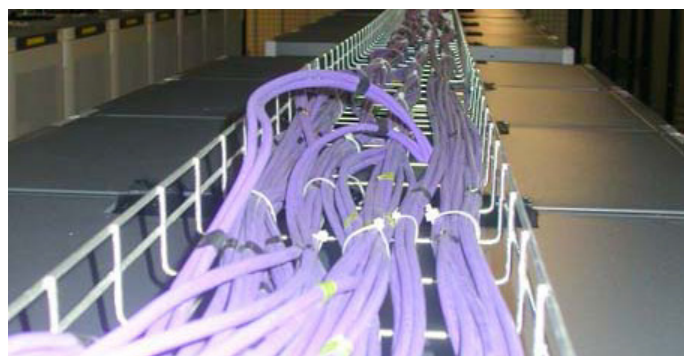
We have a range of servers from Intel to HP, including the Dell 1855 blade servers. This is customer driven, but what we need is reliability throughout infrastructure that sits behind the servers; hence we have invested in Cisco switches, Minkels and Rittal cabinets, Liebert Hiross and Connectix, what we consider to be best of breed products. The good news is Connectix preterm provides great value, when you consider the simplicity of installation.” Doug finished by saying “We require a solid infrastructure otherwise this business fails. Connectix at Limehouse has provided a great service that is local, giving us the confidence to now offer our Data Centre installation service to others.”

Adam Lesiuk Project Leader said, “The Data Centre has a number of high profile customers one of these is Midway Games Inc. who, with Server City, provide the hosting platform

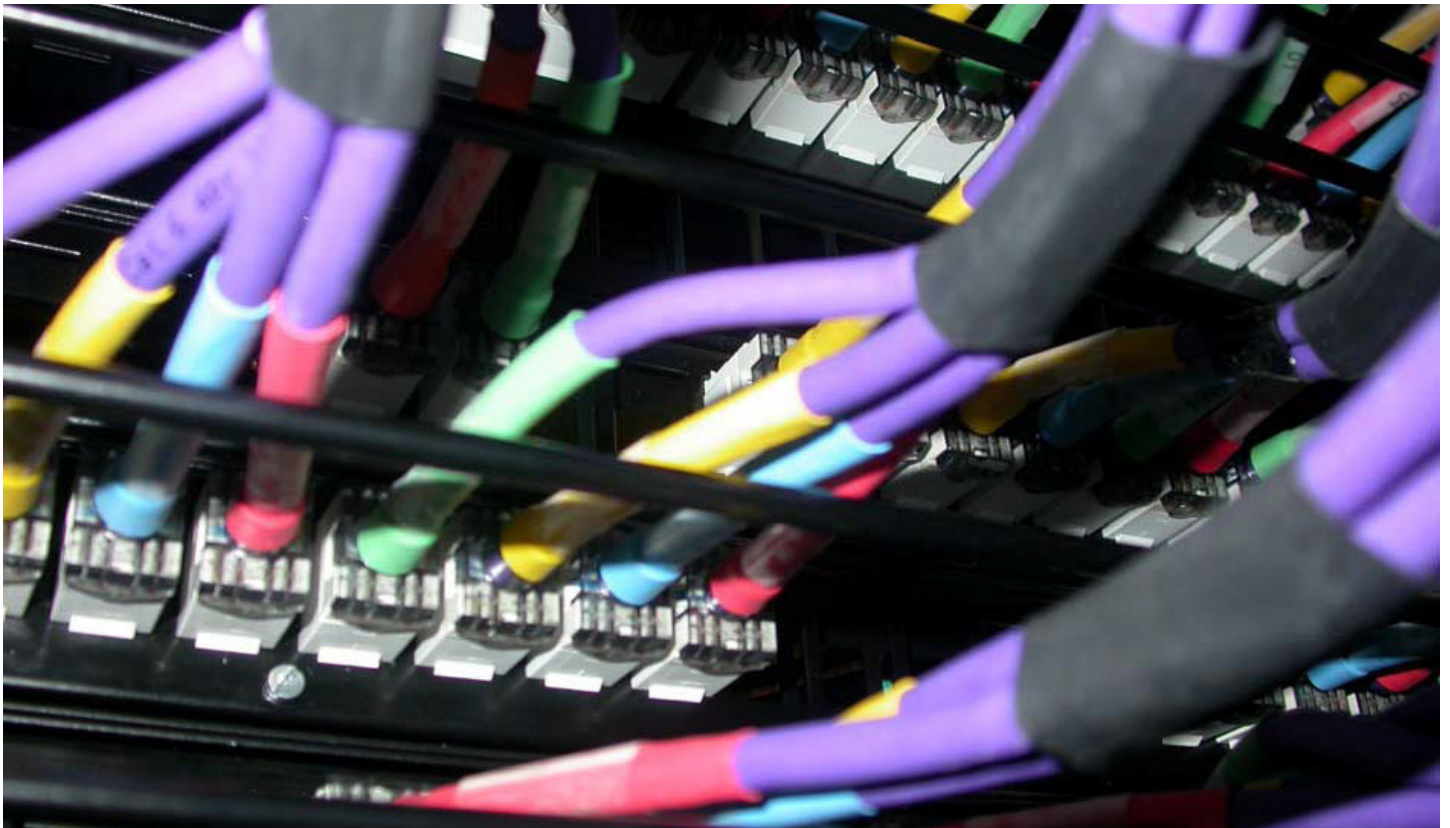
for games like Unreal Tournament allowing online gaming. Like nearly all data services people expect the product 24/7. This creates its own challenges. Security approval, access and time on site are all key issues, if you can limit the number of engineers and the hours they work you suddenly save yourself a real headache. Copper and fibre preterm cabling are definitely a sensible solution reducing the man hours on site and guaranteeing quality terminations.”



Security / fire door leads into new facility



Category 6 LSZH preterminated bundles in basket dropping through brushed access holes into each server cabinet



The keystone Category 6 jacks colour coded and bundled in the rear of the communications cabinet



Cold aisle with the overhead cables & fire sprinkler system