

Your business  
expansion in Europe.  
**Why Data Centers &  
Clouds in LATVIA?**

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The biggest Baltic States  
data center operator*

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# MAIN REASONS FOR BUSINESS EXPANSION TO EUROPE

How to bring your business closer to the customer and expand your services to the overseas customers?

- CONTENT GEOGRAPHICAL DISTRIBUTION
- IT RISKS DIVERSIFICATION
- IT INFRASTRUCTURE SCALABILITY

DEAC is reliable data center operator

- located in European Union (EU), Latvia
- advanced infrastructure
- high-speed channels to W/E Europe, Scandinavia, Russia
- multilingual technical support



**DEAC DATA CENTERS – RELIABLE  
BUSINESS EXPANSION TOOL**

# BALTIC STATES REGIONAL BENEFITS

LATVIA is the ideal place for data centers' and cloud services in the Baltics States (Latvia, Lithuania, Estonia):

- Scandinavia, Europe, Russia intersection point
- Competitive telecommunications schemes
- Low electricity prices
- Free cooling region (9months)
- Competitive service costs
- Low cost IT labor
- Multilingual technical support 24x7 (English, Russian, German)
- Stable seismical region
- EU & NATO Membership





# EUROPEAN DATA CENTER OPERATOR DEAC

- Founded in 1999
- 100% Latvian assets
- Data center operator from the beginning
- ISO 9001:2008  
ISO 27001:2005 planned in 2012
- More than 2000 customers from 20 countries
- School management system developer, audience – 70% Latvian schools
- Ambitious development strategy till 2015



Our partners:



DEAC data centers – data security and costs optimization



# DEAC DATA CENTERS



## Data Center “Riga”

The largest data center in the Baltics  
Capacity 1400 (600+800) sq m  
500 server racks, TIER IV

**TOTAL CAPACITY**  
**1800 sq m**

**AVAILABILITY**  
**Up to 99,995%**

**SUPPORT**  
**24x7**



## Data Center “Grizinkalns”

An underground data center bunker,  
12m below ground and 9m above sea-level.  
Capacity 400 sq m,  
130 server racks, TIER II

**LOCATION**  
**Latvia, EU**



# INFRASTRUCTURE

## POWER SUPPLY

APC Symmetra MW UPS units  
SDMO GENSETS  
APC MODULAR PDU's

## CLIMATE CONTROL

EMERSON Chillers & CRAC & InROW units  
WILO PUMPING STATION SYSTEMS  
VTS AIR Handling & Filtering units for outdoor air usage







## INFRASTRUCTURE

### MULTIPLE SECURITY LAYERS

- Armed guards
- CCTV
- PinCode, HID Card, Biometry
- FM200 Fire Suppression System
- Environment monitoring

### COMMUNICATIONS / SUPPORT

- Multiple incoming fiber lines
- Two meet me rooms (MMR)
- Rooms for equipment unpacking & install
- 24x7 support line
- Remote hands





# DEAC CONNECTIVITY

- Rapidly developing communications Infrastructure
- Dark fibre connections of 10Gbit/s to 100Gbit/s
- Baltic interconnections provided by Baltic optical network (BON)
- Direct lines to Moscow, St. Petersburg, Minsk, Kiev, Warsaw
- Overseas lines to Stockholm, Helsinki, Copenhagen
- Fast connections to Amsterdam, Frankfurt, London



# SERVICES - CLOUD-READY

- Colocation – servers, racks, cages
- Dedicated solutions – servers, data storage, networks
- Data storage - NAS, SAN
- Remote services
  - System / data base / application administration
  - Remote administration
  - Monitoring
- Network solutions – firewalls, VPN
- Dedicated channels
- Virtualization / cloud computing
- Additional IT security, etc.



# DEAC POSITIONING IN EUROPE AND RUSSIA

- European cloud computing IT expert
- Business protection and insurance in Europe
- IT costs reduction (TCO и ROI) up to 40% within 3 to 5 years
- Fast implementation for majority of IT services
- Full range of modern IT solutions on the basis of DEAC data centers



# DEAC ACHIEVEMENTS IN EUROPE AND RUSSIA

- In November 2010 the first foreign representative office opened in Moscow
- Increased trust from medium and small business CEO, CIO, CFO towards DEAC
- DEAC recognition by Russian media as a European IT expert in cloud computing, e.g. according to RBK/Cnews DEAC is enlisted among largest commercial data centers in the world
  - [http://www.deac.lv/?object\\_id=16755](http://www.deac.lv/?object_id=16755)
- More than 600 projects – running/ discussed
  - Large business – 40 / 80
  - Medium business – 100 / 200
  - Small business – 200



# EXPANSION PLANS



In year 2011 / 2012

Launching new data centers in Latvia  
(2 facilities, each capacity for 1000 RACKs)  
Certification of ISO 27001:2005

In year 2012 / 2013

Offices in Kiev, Frankfurt, London  
Launching new data center in Latvia  
(1 facility, capacity for 1000 RACKs)

In year 2013 / 2014

Launching new data centers in  
Germany & Netherlands  
(2 facilities, capacity for 1000 RACK's)

# COOPERATION WITH DEAC GUARANTEES

- **TRANSFER FROM CAPEX TO LOW AND PLANNED OPEX**
- **RAPID IT SOLUTIONS IMPLEMENTATION**
- **IT INFRASTRUCTURE SCALABILITY**
- **IT RISKS DIVERSIFICATION**
- **IT INFRASTRUCTURE WITH DISASTER RECOVERY**
- **BUSINESS SECURITY IN EUROPEAN UNION**



**BUSINESS COMPETITIVENESS INCREASES  
ALREADY TODAY!**

THANK YOU!

Q & A



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