

## Case Study - Ark Data Centres

Romonet provides operational and financial predictability across Ark's existing and future data center portfolio.

Ark Data Centres, a leader in high integrity data centers, chose Romonet for operational and financial predictability across its existing and future data center portfolio. Romonet Software Suite has given Ark increased visibility and control over its data centers: allowing it to evaluate and predict performance and Total Cost of Ownership (TCO); accurately plan data center capacity; make investment decisions faster and with greater confidence; and meet the diverse and changing needs of data center users.



### Challenge:

In order to succeed in a rapidly growing and highly competitive data center market, Ark needs to consistently and predictably meet its clients' exact delivery requirements. At the same time, it must accurately plan its data center capacity to ensure that it is making the best possible investment with its resources. To do this, Ark requires the ability to understand the TCO of its entire data center infrastructure; as well as the full impact of the decisions it takes down to the smallest detail.

Previously, Ark had used complex spreadsheets to plan its data center capacity and costs in-house. However, this was proving impractical; calculations were time-consuming and their accuracy was difficult to guarantee.

### Solution:

Initially viewed as a design planning tool, Ark now uses the unique capabilities of Romonet Software Suite to more accurately forecast and closely manage operational and financial performance across the business, whilst also managing the risk of potential new investments.

### Benefits:

Ark can now forecast and manage its performance with confidence; allowing for reliable, accurate capacity planning and better control over capital investments, resulting in cost savings on interest payments and lowered TCO. Ark can also use its knowledge to improve its users' service: guaranteeing actual against predicted performance; accurately providing clients with the TCO of their infrastructure; and giving data center users best practice advice to increase the value of their service.

### Result:

Ark can now plan data center investment faster and more efficiently, adding to its agility. By understanding the performance of its data centers, Ark has improved its capacity planning; allowing it to make huge savings over the lifecycle of a data center by deferring capital investment until needed. At the same time, advice to data center users is giving them ways to save 5-15% or more in energy costs when undergoing projects that use extra resources.

**Profile:** Ark Data Centres  
[www.arkdatacentres.co.uk](http://www.arkdatacentres.co.uk)

Ark design, construct and operate the UK's most efficient data centres, known as The Arks.

Established in 2005, Ark is rapidly expanding to serve the needs of organisations that require nothing short of operational excellence.

Ark currently has two dedicated data centre campus locations. Both Spring Park and Cody Park house secure, high integrity data centres offering an agile approach to organisations who appreciate the need for security, flexibility and sustainability.

Ark's Modular, Tailored or Bespoke solutions always provide the highest specifications and can save clients more than £1 million and 6,000 tonnes of carbon annually, compared with an average data centre facility - lowering the Total Cost of Ownership across the industry.



The Spring Park Campus



*“Romonet Software Suite has helped deliver predictable business performance, improved efficiency, and greater confidence in costs to both us and our clients, allowing us to enhance our agile leadership position and deliver world-class data center services.”*

**Huw Owen, CEO Ark Data Centres**

**Maintaining a best-in-class reputation**

Ark Data Centres designs, builds and operates secure, resilient data center facilities to a diverse range of clients. Ark is expected to meet precise delivery specifications and justify its best-in-class reputation with services to match.

To provide this, Ark needed to understand how engineering and operational decisions affected the performance and Total Cost of Ownership (TCO) of the data center. With this knowledge it could plan its data center capacity more effectively and understand the exact impact of investment decisions and customer activity on performance and costs.

“We needed to clearly see what was using energy and how: while we believed our UPS and chillers generated the most energy use, we couldn’t back that up with undeniable evidence. At the same time, capacity planning was crucial in us offering world-class services in an efficient manner. For example, a data center could be built for 800KW total capacity. Yet if we could only fill 350KW of that, we would essentially be paying for 450KW-worth of unused infrastructure.”

Initially, Ark attempted to predict and plan its performance, costs and capacity in-house using complex spreadsheets. However, this was impractical, time-consuming and could not guarantee verifiable results.

“In-house tools and resources were not going to be practical in the long term, and would impact on our ability to deliver

products and services. Romonet’s ability to model the designed, built and operational environment, rather than simply metering it, could give us a deeper understanding of our data centers: allowing us to accurately analyze and understand future and actual performance.”

Ark initially chose Romonet Software Suite to help design and commission new data centers. However, it soon found that the suite could be used to calculate, rate and improve the efficiency and accountability of its existing facilities as well. Using accurate prediction to improve confidence, accountability and performance

“We are already much more confident with our capacity planning. We have been able to defer hundreds of thousands of pounds worth of investment, as we don’t yet need the extra capacity. Taken over the lifecycle of a data center this represents a huge saving on the annual interest alone, and better control over our finances. Looking ahead, we will also be able to plan our energy use more effectively: only paying for the appropriate amount of energy for a data center, instead of having power on reserve that will never be used.”

Ark can also take faster design and planning decisions when investing in its data centers. For example, when replacing its UPS Ark could model competing systems to see what would be most efficient in its environment.

Greater confidence in its TCO predictions means Ark can act with greater authority.

For instance, the control sequencer for one of Ark’s chiller units was not providing optimal efficiency. Using Romonet, Ark could identify the increased energy use and prove to the manufacturer that its product was using unnecessary energy. Once fixed, Ark could also verify that energy performance improved as predicted. Ark expects that this will reduce the chillers’ operating time by an average of 20% over their lifespan; producing a significant net saving year-on-year.

“We now have much greater accountability with our clients: we can quickly and accurately predict the operational costs that a client will incur and ensure we are providing the best service at the best value. The same applies to individual client projects: by predicting the exact effect it will have on IT infrastructure and energy use, we can know a project’s cost and the capacity required.”

Ark can also advise the client on best practices to make individual projects more efficient and alert the client if performance doesn’t meet expectations. One client project required the use of more server space: simply by advising on the best timing for removing blanking plates and bringing these servers online, Ark could save the client 5-15% in energy costs.

“With Romonet, we can give our clients even more confidence in our ability not just to understand their requirements, but to meet them and even suggest ways to further improve performance.”

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