



## Introducing Sentrum

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Specialists in the design, build and management of  
bespoke data centre solutions

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*Custom made  
solutions for your  
business needs*



# Sentrum is the first data centre operator to offer fully customised solutions, with dedicated plant for every data suite.

*Completely tailor made*

## The Sentrum Philosophy

Since its inception in 2005, Sentrum has worked hard to establish an innovative approach to data centre provision. The company specialises in the design, build and management of data centre solutions for the multinational corporate market and whilst offerings in this sector are not always seen to be unique, there is no doubt that the Sentrum model truly is.

In fact, Sentrum was the first data centre operator to offer fully bespoke solutions, with dedicated plant for every data suite. In an ever-evolving market, it has been this flexible approach that has allowed Sentrum to completely disrupt the old fashioned data centre model and give customers back the control in deciding what the data centre that best suits their business should look like.

Sentrum focuses its expertise on the technical real estate and the core infrastructure that provides the critical services. This way of working also ensures that it does not in any way compete with its clients' businesses, enabling it to remain focussed on its core competencies at all times.

## Driven by best practices

Closely following a company-created methodology, that the Sentrum team has designed on the strength of an impressive combined 30 years of management & market experience, has proven to be fruitful. Sentrum now owns and manages a portfolio of quality data centres across the UK, comprising in excess of 1.3 million sq ft which includes technical space, disaster recovery suites and offices.

On the operational side of the business, Sentrum deploys best-practice procedures throughout its business to ensure that the team is trained on, and conversant with, all systems.

Sentrum believes that its strict level of operational excellence is now the highest in the industry.



*Proven track record*



## Robust business development strategies

The entrepreneurial approach taken by the management team in the creation of individual development and design policies at the start of each project also extends to the way in which Sentrum interacts with the industry, its customers and its partners.

By closely observing the patterns of buying behaviours in the data centre space, and through tracking the trends in the data centre market to consistently identify the key business issues driving data centre uptake, the Sentrum team is able to make calculated business development decisions that keep the company a step ahead at all times and ensure that it is ready to meet customer demands before the rest of the market can even start to prepare a response.

Working in this way allows Sentrum to offer data centre space in which the up-front work has been completed, but still allows the client to precisely scope and define the level of resilience and redundancy. Sentrum's decision to offer truly customised solutions rather than a "one-size fits-all" model was created to take into account design preferences and specifications that could not otherwise be accommodated within a traditional colocation environment which is an extremely attractive proposition according to its clients.

*Sentrum = knowledge +  
reduced risk*

## Strong financial credibility

Sentrum, a privately owned organisation, has a strong financial track record, showing year on year growth throughout the history of the company. This success has allowed the company to continue to seek and develop new sites as part of its structured long term growth plans and the business has, as a result, acquired several new sites whilst other operators have slowed.

The most significant elements in bringing a data centre 'online' are locating the site, obtaining local authority planning consents and securing power from the local energy supplier(s). The costs of these elements alone can run to millions of pounds and it can take up to two years to realise a new facility.

Sentrum's industry experience, combined with its market knowledge, ensures that such an up-front investment is a "reduced risk" based on its understanding of where the industry is heading and being able to predict future demand accordingly. Consequently, Sentrum has consistently been able to anticipate new requirements and up-front investments have enabled it to deliver rapid solutions in response.

This powerful combination continues to make the Sentrum brand very appealing from an outside and long term investment perspective and has encouraged several business consortiums to financially back the firm. Sentrum is therefore well placed to offer the comfort and credibility of financial robustness and longevity.

The company also prides itself on working hard to give its customers a strong return on their data centre investment too. Another key differentiator for Sentrum is in the consultative approach that it brings to its customers. The management team works closely with all its clients to help them understand how their data centre space can work more efficiently for them; improving power and cooling techniques to substantially reduce utility bills is just one, important, example.



## The moral of the story

Sentrum will guarantee you a high-specification, flexible, cost effective and resilient data centre solution that will be delivered by an exceptionally experienced team.



*For more information please contact:*

