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Asian data center giants form alliance

Four giants in the data center industry, namely Thailand's TCCT (TCC Technology), 1-Net Singapore, Malaysia's The AIMS Asia Group and Vietnam's CMC Telecom, have officially signed the definitive Asia Data Center Alliance (ADCA) agreement. The Alliance will synergize local excellence and regional presence among Alliance members to provide a one-stop, comprehensive suite of business and technology offerings to enterprises, first-tier telcos, government agencies and banks.

Spanning a total area space of more than 500,000 square feet, the Alliance creates an unmatched regional data center hub with the ability to achieve a projected annual turnover of over US\$ 75 million by 2010. Its One-Stop-Shop concept means customers approaching any of the data center under the Alliance will have access to services complying with international standards and the advantage to transfer data and digital content media seamless across borders. In addition, the Alliance also assures total data protection through both disaster recovery sites and consistent security practices.

Following the signing of the initial Memorandum Of Understanding in June 2008, the ADCA is committed to standard key operational guidelines that lays the foundation for activities relating to cross-selling, promotions and marketing. With the help of a technical partner, the Alliance will also embark on a Green Data Center initiative to save energy and help protect the environment.

The establishment of a common marketing and technical committee by the ADCA further promotes and supports the services rendered to customers in each of the partnering countries, with members acting as a single in-country interface for data center services hosted in other countries. Policies and guidelines will also apply to the admission of new partners in the Alliance in the future.