

THE BUSINESS TIMES

19 March 2009

Data centres in region join hands to expand reach

By WINSTON CHAI

A GROUP of independent data centre operators in the region are banking on strength in numbers to challenge their international rivals by joining hands to offer a standardised platter of services across four key Asian markets.

The Asia Data Centre Alliance (ADCA) was established this week by four domestic service providers - Thailand's TCCT, Singapore's 1-Net, Malaysia's The AIMS Asia Group and CMC Telecom in Vietnam.

The grouping aims to match the geographical advantage that technology services titans IBM and Hewlett-Packard have long enjoyed with their chain of data centres around the world. This network becomes especially important for offering services such as disaster recovery where data needs to be backed up in systems that are hosted in another country.

By banding together, the ADCA now boasts over 500,000 square feet of data centre space across the four countries and a combined turnover that is expected to hit US\$75 million next year.

The four-country partnership is touted as a 'one-stop shop', providing customers with a standardised set of data centre offerings across its members. In addition, clients can replicate these services across any of the participating markets, according to an ACDA statement.

To realise this promise, a common marketing and technical committee has been set up within the ACDA to ensure consistency in operating guidelines and security practices.

Market watches believe this is an important selling point as it gives customers peace of mind in knowing that the quality of service they enjoy in a mature IT market such as Singapore, for example, can be mirrored in an emerging market like Vietnam.

'We see this alliance as an opportunity to extend our services with a single point of customer contact by providing a comprehensive suite of regional DC (data centre) solutions on a common alliance platform,' said Yow Tau Keon, managing director of 1-Net Singapore.

The network could later be expanded to include new data centre operators from other Asian markets.