

Service Highlights:

- ✓ **Optimize:** Recover significant power and cooling from current facilities - low risk options that return investment in months
- ✓ **Site Selection:** Find the optimal site to match technical and business needs. Includes build vs. lease analysis and recommendations based on local market.
- ✓ **Design Experience:** TDS has designed over 250,000 sq. ft. (up to 300W/Sq.Ft.) with single facilities of 50-100,000 sq. ft.
- ✓ **Build Experience:** TDS experts recently built over 100,000 sq. ft. of Tier 3 space (managing over 500,000)
- ✓ **Power Density:** Build 240W per sq. ft. data center for less than \$1K per sq. ft.
- ✓ **Tier 3 Reliability:** Tier 3 redundancy built under \$10K per KW (Uptime Institute baseline: over \$23K per KW)
- ✓ **Relocation:** TDS can move your data center and decommission the previous facility – returning to prior or new use

DATA CENTER MIGRATION

1. OPTIMIZE: There are several short term techniques that will extend the useful life of your facility which are transparent to IT operations (i.e. no costly or time consuming server upgrades, virtualizations and the like).

Some of these optimizations will provide instant payback, others in several months.

2. DESIGN / BUILD: As you maximize your current facility, you will have time to conduct a thorough analysis and develop an optimum plan for your new data center.

TDS can help you in all facets, from site selection, design and construction. We will help you reduce project costs by leveraging power company rebates in addition to our efficient design practices.

3. RELOCATION: Once your new facility is ready, we can assure a smooth and seamless transition. TDS has relocated dozens of corporate data centers of all sizes – tens of thousands of servers and related equipment.

According to a 2007 Gartner Group study, more than 70% of the Global 1000 organizations will have to either move or significantly modify their data center facilities over the next five years. While moving into collocation data center space is an option, this is not always the best choice for various reasons.

Most significantly - due to the general shortage of modern, high density data center space - often only suboptimal alternatives exist. As a result, companies are forced to either pay top-of-market or enter long term lease agreements for substandard space.

There are typically four reasons why companies are looking for new facilities. And therefore, each of these four areas should also be examined as potential for optimization, as well as suitability of alternative new space. Suboptimal space (existing and future) will exhibit one or more of the following shortcomings:

Area	Issue	Impact
Power	Facility lacks sufficient power to upgrade to high density server and storage systems. When 200 watts per sq. ft. is required and only 100 are available, vertical space will be wasted.	Optimize (recover power), retrofit space, migrate to alternative systems or find alternative space.
Cooling	Legacy computer rooms were not designed for the constant AC load of a modern, high density data center. A point of diminishing returns is quickly reached where cost for additional cooling capacity increases at an accelerated rate.	Optimize (recover cooling capacity), retrofit cooling system, consolidate systems or find alternative data center space.
Space	Many existing data centers were constructed in traditional, expensive office space. These facilities lack the floor to ceiling height required to cool and exhaust modern data centers efficiently and usually cannot be easily retrofitted.	In many cases, migration to high density systems is blocked and the only option is to find a new suitable facility.
Lease	A leased facility may be reaching the end of its useful life (insufficient power, cooling and space) rendering it unsuitable to current & future tenants.	Optimize (recover space, power & cooling) while seeking long term facility.

With broad experience including half a million square feet of data center optimizations, designs, construction, relocations, and technical operations – TDS helps companies smoothly navigate these critical “data center transitions”.

We can operate as an extension to your team providing advice and oversight for key projects, or take on full turnkey responsibilities – whichever is appropriate.

A relationship with TDS typically begins with an assessment to help with strategic planning or execution readiness. As an example, this could be for facilities optimization, build vs. lease analysis or even relocation readiness. Through this assessment, analysis and planning process, TDS will work with your staff to map out an execution plan appropriate to your needs, timeline and resources.

About Transitional Data Services:

TDS provides independent assessments, recommendations and improvements for IT including data center designs, relocations, operational support, ERP, web and mobile applications. Our recommendations cross departmental and technology silos to achieve the best ROI for our clients. Since we do not operate as a vendor or VAR, we are unrestricted to a specific product portfolio and unbiased by the latest trends and highest commission.

TDS clients include successful organizations of all sizes and focus including John Hancock, Monster.com, Boston Red Sox, Cedars Sinai, Liberty Mutual, Internap and many others. As these organizations are committed to leadership in their respective fields, they rely on quality business partners like TDS to operate transparently in their best interest.