Innovative Thinking

MAKING THE DATA CENTRE WORLD #MORECOOL

COOLDC®

About *cool*DC

If conventional Data Centre models revolve around the idea of generating power to provide data storage and business solutions exclusively for the corporate and public sectors, *cool*DC offers more than just a 'Data Centre'. We offer a step-change in how Data Centres operate by using sustainable forms of energy that will guarantee our ability to deliver services for the future.

Responding to some of the most pressing concerns of our age, *cool*DC foregrounds a commitment to environmental sustainability and decarbonising the economy. We do so by endeavouring to draw our power from clean energy sources, in turn enabling clients to meet their low-carbon targets. Additionally, we are committed to making our Data Centres work in the interests of the wider community, connecting cities and regions through our infrastructures, products and services.

We offer innovations in both the energy and network sides of our operations.

As a company, we are focused on lifting the IT load capacity of our Data Centres. Rather than extracting power exclusively from restricted-capacity local grids, we are committed to generating, utilising and storing our own power. Employing energy-efficient cooling technologies, we provide cost-effective, high-density capabilities. These have additional environmental benefits since we reuse surplus heat generated by our industrial processes. This is either utilised within our own infrastructure, or can be diverted into a district heat grid where its benefits can be felt by local communities and businesses.

Data Centres rely on a vast range of communications in order to deliver services to clients. These are precisely the kinds of networks and systems upon which the Internet of Things and range of Smart and Connected City initiatives are dependent. The location of our Data Centres can enable improved connectivity for a range of beneficiaries. These include universities, NHS facilities, local businesses and transportation systems, all of which play a role in enhancing the lives of individuals and communities. Acknowledging poor levels of broadband and mobile connectivity experienced by many people in rural areas, we aim to extend the benefits of improved connectivity into the regions.

In order to achieve our aims, we have assembled an impressive team of partners and suppliers who share our vision of extending what we can achieve within our individual specialisms. Rather than working in silos, we have developed a collaborative approach in encouraging each other to push the boundaries of innovation. Through our combined novel thinking, we want to make the Data Centre world more *cool*, leave a reduced carbon footprint, and provide a legacy that will benefit communities, businesses and future generations.

Our debut site – located at Lincoln Science and Innovation Park – is self-sustaining and incorporates energy efficient generation and cooling technologies. It includes local university incubator facilities, SME colocation facilities and a demonstration site for the second phase of the development.

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