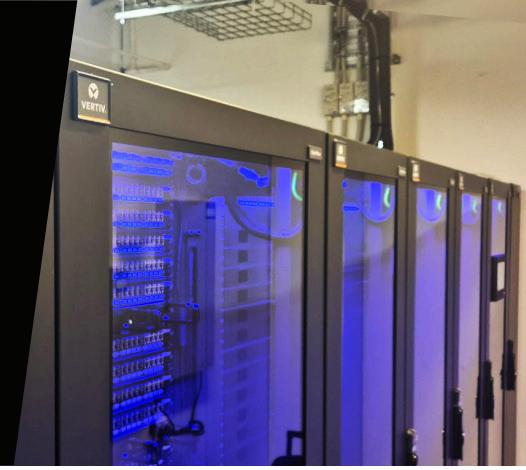


Case study

Converged edge infrastructure:

Enabling high-performance IT for a global entertainment leader



Background

A global entertainment company operating across music, media, and digital platforms required highly reliable and responsive IT infrastructure to support the launch of its new Sydney operations centre.

With increasing demand for digital content and always-on services, the organisation needed to rapidly deploy a future-ready edge data centre capable of supporting business growth, improving operational responsiveness, and accelerating infrastructure readiness for new digital services, while maintaining operational continuity and efficiency.

Challenges

The customer required a compact, high-performance edge data centre to support critical IT infrastructure for its new Sydney operations centre.

The customer needed a solution that could be deployed quickly to support critical business operations and enable rapid operational readiness for the new facility.

Beyond technical performance, the project was focused on solving broader business challenges, including:

- Supporting business continuity for revenue-generating digital operations.
- Accelerating deployment timelines to reduce delays in operational readiness.
- Enabling scalable infrastructure to support future digital growth initiatives.
- Minimising operational risk and downtime for critical services.

The solution also needed to meet stringent requirements for reliability, efficiency, and rapid deployment, while ensuring scalability for future growth. Key challenges included:

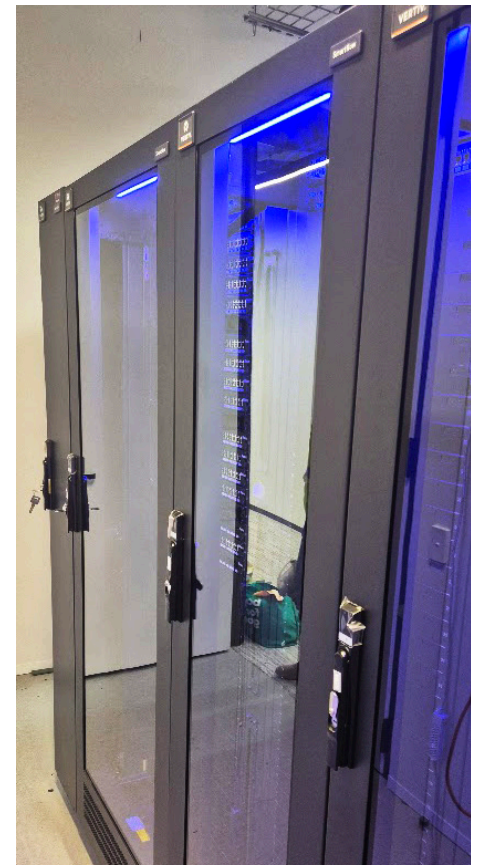
- Delivering uninterrupted service availability for business-critical applications.
- Supporting customer energy reduction and carbon profile improvement goals through high-efficiency infrastructure design. Designing a scalable solution within a constrained footprint.
- Executing deployment within a tight project timeline.
- Requiring vendor-agnostic advisory services to ensure a best-fit solution.
- Ensuring long-term serviceability and lifecycle support.
- Collaborating closely with the local IT team, builder, and consultants throughout the project.

Industry: Entertainment

Region: NSW, Australia

Project/Solution: Edge Data Centre Deployment

Partner: Treske Pty Limited



Solutions

Vertiv Partner, Treske was engaged as the Subject Matter Expert (SME) and conducted multiple site assessments, engineering reviews, workshops, and technical presentations. As a result, Vertiv was selected to deliver a fully integrated, pre-engineered, prefabricated edge data centre solution designed to meet the customer's performance, efficiency, and deployment requirements.

The solution centred around a Vertiv™ SmartRow™ system with N+1 redundancy, providing a self-contained, high-density IT environment with integrated power and cooling.

Key solutions included:

- Vertiv SmartRow (N+1) with water-cooled configuration designed to reduce energy consumption through optimised thermal management Vertiv™ 20kVA UPS system to ensure continuous power availability.
- High-efficiency rack infrastructure with full containment for thermal optimisation.
- Integrated environmental monitoring system including temperature, humidity, water leak, and door sensors, supporting 24/7 remote monitoring through a web-based dashboard providing a single operational view.
- Five-year comprehensive maintenance contract covering the full Vertiv SmartRow solution, including UPS and CRAC systems, with scheduled preventative maintenance and lifecycle support, ensuring reduced risk of downtime, and predictable operational costs.
- End-to-end project delivery including design, supply, installation, and maintenance services.

This modular approach enabled rapid deployment while maintaining high levels of resilience and operational performance.

Project execution

Design and planning

Vertiv and Treske worked closely with the customer and consulting teams over a 12-month period to evaluate multiple design pathways. The final solution was optimised for cost, scalability, and energy efficiency while aligning with site constraints.

Engineering and integration

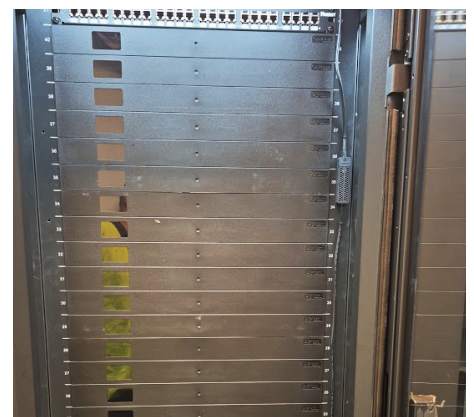
The Vertiv SmartRow solution was engineered as a fully integrated system, combining power, cooling, and IT infrastructure into a single, contained environment. This approach reduced design complexity and accelerated deployment timelines.

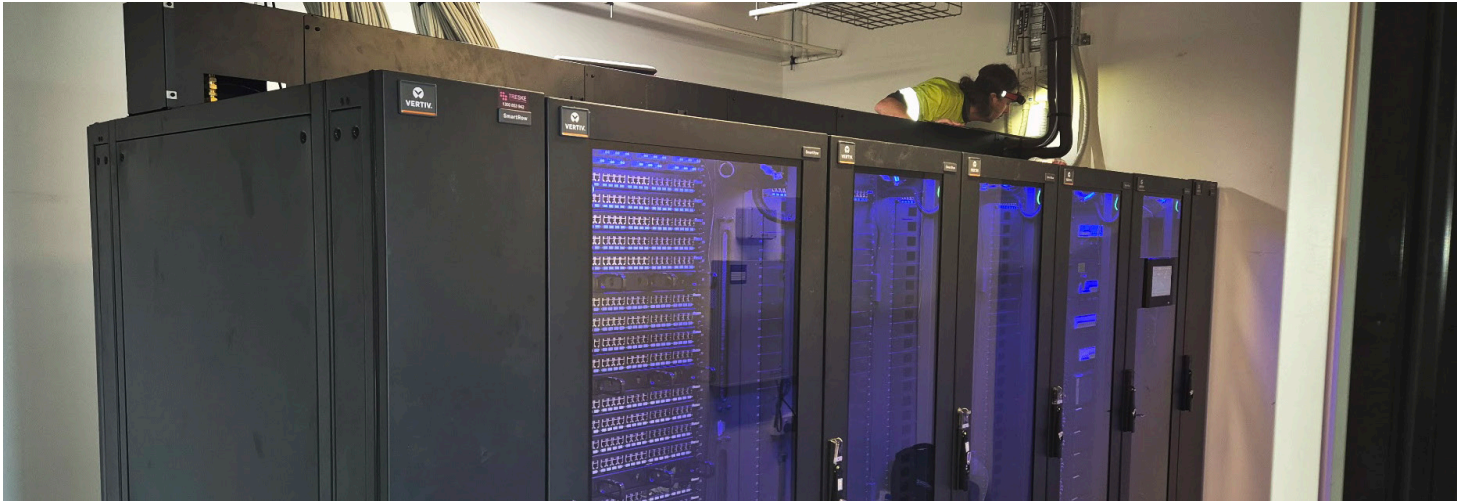
Installation and deployment

The project was executed with precision, transforming an empty room into a fully operational edge data centre within a three-week installation window. Coordination with builders, builders' sub-contractors and stakeholders ensured seamless delivery.

Commissioning and handover

Following installation, the system was fully tested and commissioned to ensure optimal performance and reliability. Ongoing maintenance support was established to sustain long-term operations.





Results

The project successfully delivered a high-performance, scalable edge data centre within the required timeframe and budget.

Key outcomes:

- Rapid deployment, with full installation completed in three weeks from delivery.
- Accelerated operational readiness for the new Sydney operations centre through rapid deployment of critical IT infrastructure.
- Reliable, resilient infrastructure supporting continuous operations.
- Water-cooled technology and containment designed to reduce energy consumption and lower operational carbon footprint. Modular design supporting additional capacity expansion as operational requirements grow. Scalable edge infrastructure designed to support evolving digital service requirements and capacity growth. On-budget delivery without compromising quality or performance.
- Long-term operational assurance through a fully comprehensive 5-year maintenance program, minimising risk and supporting continuous uptime.

Why Vertiv

Vertiv's proven capabilities in integrated critical infrastructure solutions, combined with its modular edge capabilities, supported the delivery of a high-efficiency, rapidly deployable data centre environment.

By leveraging the Vertiv SmartRow platform and working in close partnership with Treske, the customer achieved a high-availability IT infrastructure with N+1 redundancy and modular capacity expansion capability, supporting the operational demands of a global digital entertainment business.



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