

# MEEZA Quickly Scales Data Centre Capacity to Bring Important Cloud-Based Applications to the Middle East



A Vertiv Case Study



## Background

In the Middle East, an information and communication technology (ICT) revolution has occurred over the last few decades, fostering innovation and transforming public and private sectors. Qatar, specifically, is seen as one of the foremost countries when it comes to embracing new trends and tools.

MEEZA is a privately held joint venture with Qatar Foundation and is incorporated as a limited liability company. As an end-to-end managed IT services and solutions provider, it was one of the first companies in the region to help accelerate growth with the hope of bridging the digital divide that existed between Qatar and the rest of the world. In fact, the company's mission is to be the preferred managed IT services and solutions provider in the Middle East and North Africa. Its vision is to make service excellence the expectation, not the exception.

MEEZA's offerings include managed IT, data centre, cloud, and IT security services. With its three Tier III certified data centres, known as M-VAULT, the company guarantees uptime of 99.98%. These data centres, including a fourth built in collaboration with Vertiv, adhere to exacting international standards, enabling businesses to benefit from greater efficiencies and reduced risks. The latest MEEZA M-VAULT housed at the Qatar Science & Technology Park (QSTP), specifically, was designed per hyperscale specification and went online in December 2021. It was built to support a major sporting event in the region and to host important cloud-based applications from a leading hyperscaler.

## Challenge

With the pandemic pushing the boundaries of digital breakthrough throughout the globe, it was crucial for Qatar to remain the country of choice for international hyperscalers. Therefore, when a leading hyperscaler needed 4.9 megawatts (MW) of computing power within 14 months, MEEZA sought an integrated modular data centre solution.



**Challenge:** Deploying 4.9 MW of data centre capacity in just 14 months while working with limited space and resources during a global pandemic

**Solution:** Design, build, and installation services for 100 fully equipped Vertiv prefabricated modules featuring:

- Vertiv™ Liebert® EXL S1 UPS with lithium-ion batteries
- Vertiv™ Liebert® PDX cooling system
- Vertiv™ Liebert® CROSS chassis static transfer switch

### Results:

- Rapid deployment for on-time project completion
- Reduced customer risk
- Improved flexibility
- Catalyst for digital transformation

Knowing that the traditional build of MEEZA's M-VAULT, built prior to 2019, took three years, MEEZA realised there was no other way to meet its customer's tight timeline. In fact, another data centre of similar size, which was being built in this region from the ground up at the same time as MEEZA's modular alternative, took 22 months to complete. Plus, MEEZA was able to tap a local, skilled workforce from a 40-year Vertiv partner.

## Solution

### Meeting capacity needs through space optimisation

To deliver the capacity needed within MEEZA's limited footprint and within the 14-month timeline, the project team opted to divide computing infrastructure among two locations — a 900-kilowatt (kW) expansion within MEEZA's existing M-VAULT and a greenfield site, which is the newest M-VAULT hosted at QSTP and designed for 8 MW.

While adding this capacity had to happen quickly, MEEZA also wanted to ensure energy efficiency that could help lower operating expenditures (OPEX). Therefore, colocating to its existing M-VAULT location that has sophisticated thermal management meant the IT infrastructure would be protected from the environmental impact of Qatar's hot summer weather and the tenant could capitalise on the region's cooler winter months.

### Modular data centre solutions for fast, scalable deployment

Ideal for rapid data centre deployments, the Vertiv integrated modular solution offered a simple way to install capacity in a fraction of the time it would take for a traditional data centre build due to it being pre-engineered and prefabricated. In fact, the Vertiv team was able to complete on site activities in 3 months. The solution integrates Vertiv critical power, thermal management, and monitoring and control technologies — systems that are designed to work together.

This type of modular solution also provided business agility, as it allowed MEEZA to scale along with its customers. In other words, the managed IT services and solutions provider didn't have to overprovision, allowing better alignment of capital to business objectives.

### Engagement with Vertiv for an expert workforce

Not only did the Vertiv™ Integrated Modular Solutions (IMS) team address the tight timeline, but it also gave MEEZA access to infrastructure and domain experts, including the local partner-provided resources.

Working with the Vertiv IMS team meant having technical experts both on and off site. Engineers worked to ensure a design and build tailored to specific business needs while technicians managed installation and integration, ensuring seamless startup and optimal operation.

## Results

### Project management to meet critical milestones

With project oversight from the Vertiv IMS team, MEEZA didn't have to assume as much risk in terms of meeting critical deadlines. Company leaders could rest assured, even during a pandemic, that the project would be completed on time and within budget. The technical expertise of the Vertiv team also ensured the deployed modules were properly integrated and commissioned.

Many of Vertiv's power, cooling, and control products are market leaders in terms of helping customers like MEEZA achieve energy efficiency goals; and that doesn't change when they become sub-assemblies in an integrated modular solution. For example, the Vertiv™ Liebert® EXL S1 UPS provided MEEZA up to 99% energy efficiency in Dynamic Online mode. With its intelligent paralleling feature, the UPS can even optimise efficiency at partial loads, which achieves cost savings by minimising energy losses.

Additionally, continuing to work with IMS services to check and fine-tune system settings will help MEEZA realise energy efficiency gains throughout the lifecycle.

### Earned Gold Partner status from its hyperscaler data center tenant

In early 2022, MEEZA attained four gold competencies in the specialised areas of cloud platform, application development, application integration, and data centre offerings.

These competencies, enabled by a backbone of Vertiv critical infrastructure, demonstrate proven expertise in delivering best-in-class capabilities. And as a designated Gold Partner, MEEZA was able to unlock powerful go-to-market offers and programs to help grow its business.

"This is a big achievement for us as it validates our continued support of the government's 'Cloud First' directives," said MEEZA CEO Ahmad Abdulla Al-Muslemani. "Under the Gold Partner status, we are able to deliver and operate faster infrastructure and software services with continuous improvement by having access to some of the latest technologies and services."

### A catalyst for the country's digital revolution

As an organisation, MEEZA is always looking for business solutions that usher in a wave of digital revolution for Qatar. Implementing Vertiv solutions and realising all the benefits they provided has established a foundation on which the services provider can build.

The next steps for MEEZA are to introduce and improve the 5G network connectivity in Qatar, expand to other countries, and continue providing unparalleled IT services at affordable costs, thereby improving the digital experience of the entire region.



*"Vertiv fit the bill for all of our key requirements. It was essential for us to choose a partner that was able to support our scaling and expansion needs with rapid delivery of solutions, but also someone who understood the business intricacies associated with the Middle-East region."*

- Ahmad Abdulla Al-Muslemani, CEO, MEEZA

**Learn more about how Vertiv™ integrated modular solutions can help your business scale with confidence.**

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