PARAGON INTERNET GROUP

A Vertiv™ Case Study

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ABOUT THE COMPANY

Formed in 2011, Paragon Internet Group is the parent company of leading UK hosting brands, TSOhost, Vidahost and HostRoute; creating the UK's fastest growing hosting company.

The company now hosts over 230,000 websites for 70,000+ customers supporting both personal and business user websites and with a customer base growing at 3 percent every month. Despite the huge growth the company has experienced, it has retained its core principle of delivering technically superior service backed by unbeatable customer support; a tenet which places added importance on uptime and reliability.

In light of its extraordinary growth, Paragon opted to build its own state-of-the-art, multi-million pound Tier 3-plus, 2N data centre in Slough, Berkshire. In order to guarantee the highest level of resilience, Paragon chose best-of-breed technology partners for each aspect of the infrastructure, selecting Vertiv to deliver thermal management and Uninterruptible Power Supply (UPS) solutions.

www.paragon.net.uk

Building Blocks for Success

Paragon Internet Group saw its cloud hosting business rise by 277 percent during a period of significant growth between 2012 and 2013. This increase, coupled with the company's plans for international expansion meant that the company needed to revisit its data centre strategy in order to support its ambitious growth plans as it had outgrown its co-location facility.

Adam Smith, director, Paragon Internet Group, explained, "With over ten years of co-location experience, I had seen the right way and wrong way for data centre expansion. In order for us to realise the full benefits of having our primary data centre in our headquarters, the project required a vast array of expert knowledge, which is where the individual contractors added real value. Though we knew the end destination, we needed experts to help us get there - on time, and on budget."

With this in mind, Paragon began to put in place plans to design its own data centre, which would provide the company with unparalleled control over its business operations; ensuring uptime, performance and security for the group's 70,000+ global customers.

"Building our own data centre infrastructure was the next logical step for our combined online businesses, as we continue to concentrate on delivering unbeatable customer support and technical expertise, while focusing on global expansion. We decided to go down the purpose-built facility route as an alternative to expanding on existing co-location facilities primarily due to the need to future proof the business, and secondly the scalability of having our own dedicated data centre. Investing in our own premises also allows for long-term cost saving as well as increased reliability by guaranteeing that our service delivery is in our own hands and not those of third-party provider," added Adam Smith.

Paragon Internet Group Growth (2013 vs 2012):

- 70% growth in customers
- 58% growth in revenue
- 277% growth in cloud hosting products
- 137% growth in server sales

Partnership is the Name of the Game

Renowned for its enterprise-grade data centre solutions, Vertiv was selected by Paragon not only to install professional-grade hardware, but also to partner with Paragon to deliver true expertise and industry knowledge.

"The team felt that Vertiv had the best understanding of the brief, the scope of work, and the ability to articulate and deliver technical and commercial solutions. The team worked closely with the key decision makers at Paragon to show how their solution provided the best ROI. This, along with the demonstration that Vertiv offered the best ease of expansion for load growth, minimised PUE as well as scalability and energy efficiencies, convinced us that we had the right partner for this project," added Adam Smith.

With potential vendors involved in the design process, alongside architects and building contractors, Paragon wanted the project to be a real team effort. Mike O'Keeffe, VP services for Vertiv in Europe, Middle East & Africa, says, "Adam and the Paragon team stressed how they wanted us to work closely not only with Paragon, but also with the other vendors in order to devise the best solutions. This approach made the project feel like a genuine partnership, with leading vendors working together to deliver a best-in-class solution."

The Dedicated Facility

Paragon Internet Group finished construction of its first Tier 3-plus, 2N data centre in November 2013. Its new dedicated 20,000 square foot facility has the capacity for 120 high density racks, which significantly expands Paragon's previous network and will help facilitate its rapid growth. Within the facility, Paragon deployed Liebert® PDX data centre cooling units, together with Liebert Trinergy™ UPS systems, which not only maximise energy efficiency, but also guarantee enterprise-standard reliability and flexibility, backed up by industry-leading direct expansion cooling technologies. The Liebert PDX

solutions have also increased the facility's Power Utilisation Effectiveness (PUE) and significantly lowered its environmental impact.

Moreover, Liebert Trinergy UPS, which is ideally suited to enterprise-scale data centre facilities, provides Paragon with real-time insights into power supply and load conditions. By automatically selecting the most efficient operating mode, the Liebert Trinergy systems will ensure that Paragon sees lower energy consumption as well as a reduction in CO_2 emissions.

"This project was a true partnership, which is a real testament to the approach that the Paragon team has to business. All partners worked very closely together and the end result has justified Paragon's methodology," says Mike O'Keeffe. "Vertiv solutions are designed to enable expansion and scalability of load growth in the future, offering a distinct return on investment to Paragon. We are very proud to have been a part of the latest chapter in Paragon's incredible growth story and certainly look forward to working closely with the team for years to come as the company goes from strength to strength."

A Bright Future Ahead

As a result of this close working relationship with the Vertiv team, Paragon's new data centre is:

- Built to scale to 100 percent load with no disruption to service and zero risk

- Currently running at 20 percent of initial cooling capacity

- Running PUE 1.3, which is anticipated to continue to improve