

## Media Release

### iiNet's New Data Centre: Efficient and Green

**9<sup>th</sup> April, 2010:** iiNet, Australia's 3<sup>rd</sup> largest Internet Service Provider (ISP), has powered-up one of Australia's most energy efficient Data Centres at its Osborne Park facility in Western Australia, designed to cater for the company's growing network needs.

The state-of-the-art Data Centre houses 88 of the racks that sit at the core of iiNet's business, providing added security and reliability to its 750,000 broadband, satellite broadband, mobile broadband, dialup, web hosting and business telecommunication services.

"We built iiNet's facility using local WA businesses, with four key areas of focus in mind: efficiency, reliability, reducing operational expenses and, of course, the environment. When our suppliers managed to address all four elements, we knew we'd hit the nail on the head," says iiNet's Chief Technology Officer Greg Bader.

Recent increases in power costs, along with iiNet's growing needs as an expanding ISP (with the recent acquisition of Melbourne-based ISP Netspace), saw iiNet invest in APC's Hot Aisle Containment System. This system has been designed to improve Power Usage Effectiveness (PUE) by around 50% when compared to other Data Centres.

iiNet's new APC Hot Aisle Containment System sees racks housed in a special enclosure to prevent the mixing of cold air (necessary to prevent network equipment from overheating) with the hot air pushed into the aisle during the cooling process. The separation makes iiNet's Data Centre incredibly efficient (using significantly less power) while reducing its environmental impact.

"Our network is the heart of our business, thus the quality of the infrastructure that supports it is paramount. This Data Centre is the culmination of an enormous amount of hard work, and will bolster iiNet's reputation for reliability and innovation," adds Mr Bader.



**WINNER**

Commitment to Customer  
Service – Consumer

ACOMMS Communications Alliance  
& CommsDay Awards 2009



**WINNER**

- Australian Service Excellence Award
  - WA Call Centre Manager of the Year
  - National Customer Service CEO of the Year
- Customer Service Institute of Australia (CSIA)



**WINNER**

- Best Broadband Service (Fixed or Wireless)
  - Chief Executive of the Year
- Australian Telecom Awards 2009



The Osborne Park Data Centre also features Project Rentals' sound attenuated diesel generator, designed (in line with iiNet's strict technical specifications) to withstand the consistent high temperatures during Perth's summer period, ensuring a continued supply of power in the event of a power outage.

The generator set meets strict noise level regulation and was structurally designed to avoid any spillage of fuel and other contaminants into the environment. It also plays a key role in offsetting some of iiNet's carbon footprint.

Already iiNet's Data Centre has proven its durability, with recent record-breaking storms in Perth leaving the facility completely unaffected and available to assist a nearby technology solutions company, the Kytect Group, avoid potential network issues during the violent weather.

"The vendors that contributed equipment and services have helped us achieve an extremely high level of efficiency in our quality-built Data Centre. I have to say a special thanks to Alan Ariti (who engineered the solution) and Murray Willock (who managed the delivery of the project) for their incredible efforts, resulting in a top-class solution that met the project budget and was delivered within a very tight timeframe," concluded Mr Bader.

**- ENDS -**

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### **About iiNet**

iiNet was established in 1993 and listed on the ASX in 1999, growing from a small Perth business into the third largest Internet Service Provider in Australia. The company now supports around 900,000 broadband, telephony and dialup services nationwide, with revenues of over \$520m, and proudly employs around 1500 people in Perth, Sydney, Melbourne, Auckland and Cape Town.

iiNet's goal is to lead the market with the best internet access products and then differentiate with genuine, plain speaking customer service. The company has its own high speed ADSL2+ network reaching around 4million households across Australia, the largest Voice over IP network in the country, and is delighted to have led yet again with Naked DSL, recognised by PC User Magazine as the 2007 Product of the Year.

[2009 Annual Report](#)