

LONDON, ENGLAND, September 28, 2013 **/24-7PressRelease/** -- Citing Virtus LON1 data centre as "North London's Hidden Gem", a recent site survey report by colocation and data centre consultants Colo-X has found that the facility represents 'high quality at half the cost (per kW of IT load) of Docklands based facilities 11 miles to the south'.

In the blog post on the Colo-X website, authored by Colo-X founder Tim Anker, he states, "Virtus Enfield presents really well. The facility is clearly well specified and well maintained. All areas throughout are spotless and, though spotlessness itself has little impact on the technical resilience, I think it shows the overall approach and professionalism of the facility operator".

Anker goes on to state that "The quality of the investment shows." and "The investment has been made to create a facility to meet the most demanding of users."

Welcoming the opinion, Virtus CEO Neil Cresswell said, "It's really pleasing to have this type of praise from someone like Tim and Colo-X. Tim is probably the world's pre-eminent expert on the London data centre market, it's all he does and he's been doing it a long time. He's very knowledgeable, very detailed and I'd imagine he's been inside more London data centres than anyone alive, so to have this kind of praise from him is about as good as it gets.

"At Virtus we are focused on delivering the best quality, flexibility, service and value available in the London DC market. It's great that the spotlessness of our LON1 facility, the critical attention to detail of our team and the best of breed build, operational systems and procedures we use are recognised as being of the highest quality available.

"Quality is important, ultimately we exist to help our clients deliver new modern mobile, media, data and cloud technology based services and revenues to their customers, more cost effectively, more quickly, more securely and more reliably. High build and operations quality are very important elements in delivering that promise to our customers and the reason we have had a 100 per cent uptime record since Virtus LON1 opened on 11 March 2011.

"I think many data centre users are not aware that Virtus LON1, a modern data centre of such high quality and flexibility is the only commercial data centre in North East London, ideally close to Docklands and The City (less than 11 miles away and 0.17 milliseconds round-trip latency). It's also one of the best connected facilities in London, with access to over 200 Network Providers and as many global Tier 1 and 2 ISPs as many of the other well connected facilities in London."

The new report's technical findings were that Virtus LON1 facility at Enfield:- Now comprises nine distinct data halls ranging in size from just under 400kW up to 1MW.- Has an average power density of 1.5kW/sq.m and typical rack densities range from 3.5kW (16amps) up to 10kW in contained cold-aisle pods. (Virtus states that racks of up to 35kW are also available for Very High Density computing requirements.)The new Virtus CoLo-on-Demand product means that a start up cloud provider can take a cabinet with only 1kW commitment and simply pay for power usage (which includes cooling) on demand.

Of the CoLo-on-Demand service Anker said, "In my mind this flexibility is absolutely perfect for service providers who historically have been tied into fixed contracts - this means they end up paying for more capacity than they need. The flexibility from the new Virtus product means, for the first time, service providers can easily flex up and down - just like the products and services they are now offering themselves.

About Virtus:-Virtus is London's modern and flexible data centre specialist. Its high quality, environmentally efficient and carrier rich data centres are the power and connectivity behind London's financial, media, cloud and digital economy businesses.Since 2008 it has built and operated highly connected data centres located in prime but cost effective locations close to the centre of London. Its sites provide multi-use, highly resilient and secure Tier 3 facilities, ideally flexible for handling a broad range of requirements for businesses of all sizes.By owning and designing its own data centres it has maintained an emphasis on high power density and environmentally friendly cooling technology. This maximises efficiency, minimises environmental impact and reduces operating costs for its clients.

Today it continues to innovate in the way businesses of all types buy data centre services to ensure it exceed its clients' expectations in quality, flexibility, service and value.

For more information please go to: <http://www.virtusdatacentres.com> or contact us on twitter: @VirtusDCs.