

## A COMPILATION OF SUCCESS STUDIES

### **What does an Accelerated Schedule/Speed of Deployment mean to me?**

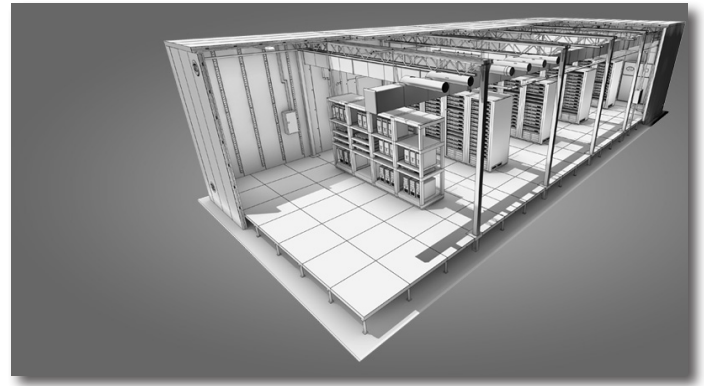
One of iFortress' first projects was for Portland based Umpqua Bank. The facility was originally scheduled to go live in January of 2005. iFortress received the order in December of 2003 at which time the land had been cleared and the slab had been poured. In February 2004 when iFortress delivered and began the assembly of a 1,700 ft<sup>2</sup> MCF Series iFortress™ the walls of the building were up and the interior had begun to be studded out. The assembly was up in less than 10 working days. The facility was fully integrated and went live in April 2004 still in the middle of what was then a very active construction zone.

It was projected that for every month the mission critical facility was operational, the bank saved an average of \$400,000. Seven months ahead of schedule essentially put \$2,800,000 back into the bank's own account.

### **What does an adaptive design/spatial elasticity© mean to me?**

In 2009 iFortress was introduced to a project for the US Government in which the allocated space that was scheduled to be built was twice that of what was needed to meet today's requirements. Following conventional thinking so as not to expose an existing data center to the hazards experienced during an expansion of a conventionally built office facility, the plan was to over-build the space, which meant over-specify the amount of equipment and infrastructure needed to support twice the space, which meant that the budget needed to be increased – money for the over-built, over-spec'd facility needed to be found just to pay for the unused space, and more money had to be added to the operating budget once this oversized space had to be conditioned.

iFortress engineered, delivered and installed the right size MCF Series iFortress™ in a fraction of the time for less money than the original budget and took a PUE



from 3+ to a projected 1.3 and reduced their annual energy expenses by a projected \$240,000, all the while allowing for future growth without ever having to expose their mission critical operations to unnecessary risk.

### **What does perpetual competitive relevance mean to me?**

In 2006 a 60,000 ft<sup>2</sup> remote facility was converted into a colocation site at a cost of approximately \$30,000,000. At the time the project began it was designed, engineered, and promoted as a "state of the art" facility featuring all the most advanced equipment and support processes required to operate and manage mission critical facility. By the time the space was rendered available in 2008, the basis of the design, the equipment, supporting infrastructure, etc. was considered obsolete. The demand for how "space" was being sold within the industry had changed, the equipment (MEP) was not "Green" and proved to be insufficient, technology had shifted to server based computing – a trend not fully considered at the time of the design, and customer demand for support services were highly underestimated. The conventionally built footprint that was committed to in 2005 and implemented in 2006 for 60,000 ft<sup>2</sup> of space could not adapt to the changing demands of the market. As of 2010, the building remains empty and the owners are trying to sell the building with its entire infrastructure for \$2,000,000.



The colocation industry is all about tying revenues to expenses. The turnkey MCF Series iFortress eSite™ is not a capital improvement and as such can be purchased or leased for a term that is co-terminus with a tenant's lease. Either way, buy or lease, like furniture or at the end of the lease term, the "asset" is fully depreciated. If a piece of equipment at the end of the lease is considered obsolete, then simply pull that piece out and replace it with the most current, state of the art, energy efficient equipment available at that time and so forth. Never lose the competitive edge or the value of your business in an extremely competitive and ever changing market.

### **What do Spatial Efficiency, Adaptive Design, and having an entire facility that is financially treated as one asset mean to me?**

This project is in the developmental stages: A northeast based firm sought to enter the Colocation Industry by converting one of their 100,000 ft<sup>2</sup> warehouses into a colocation facility. After doing research on a conventionally constructed approach, which essentially is the "build it as a one size fits all infrastructure and they will come" model, they concluded the venture would require an approximate \$150,000,000 entry fee of their own capital to build out the infrastructure needed to support the entire facility while only building out 50% for prospective tenants, and take nearly three years to get the site operational, and another 10 to 14 years ROI if they could sufficiently fill the facility in the right amount of time.

iFortress reduces the entry point to \$14,000,000, will allow the space to be engineered and assembled out according to demand, one customer at a time based on each customer's unique spatial and infrastructure needs, will reduce the overall operating costs of the entire space, establishes turnkey eSite™ leases tailored for each customer so that when the customer's contract expires so will the lease, allowing the entire eSite™ to be treated as a fully depreciable asset – EBITA impact, directly aligning expenses with revenues, and will have this firm generating profitable revenues within nine months from inception of the project.

### **What does Comprehensive Risk Mitigation mean to me?**

Because of confidentiality and right to privacy the name of our client will not be used. A US based organization experienced numerous outages due to water incidents when iFortress was given the Purchase Order. iFortress installed a MCF Series iFortress™ on the top floor of a multi-story building. Within two months a water main burst over the assembly. The Director of Operations received a call while on his way to a social engagement, which would have normally triggered an entire cascading sequence of disaster recovery events. Instead he held off and upon arriving at the site he walked through about an inch plus of standing water to see a stream of running water pouring over the top and down the front of the iFortress.

The Director opened the door, looked around, saw everything was bone dry, and upon his exit turned to maintenance and said, "Fix this, I'm going to my event"; the difference between disaster recovery and Disaster Prevention.

### **What do "operating efficiencies" mean to me?**

Sistel, a Brazilian Government Agency located in Brasilia, Brazil operated its mission critical facility in a conventionally built room for nearly ten years that due to an increase in densities of the servers and the inefficiencies of the space had seen its energy bill nearly double in five years. With the ability to isolate and measure the energy consumption of just this facility, Sistel monitored their mechanical and electrical costs for six months before moving their operations including their existing MEP infrastructure with the exception of replacing one air handler over to a MCF Series iFortress™. Other than this one air handler, the only difference between the old and new facility was the MCF Series iFortress™.

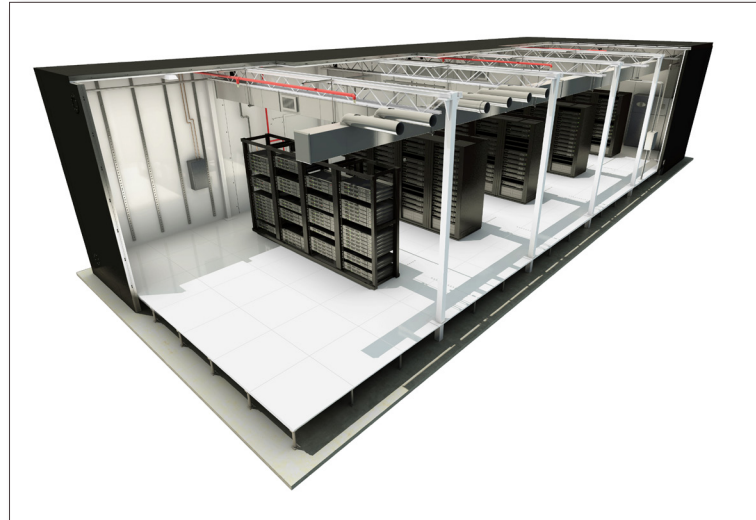


The energy consumed for the next six months in the iFortress as compared to the prior six months in the conventional facility showed an average of 43% reduction in energy usage on a daily basis, and where the maintenance of filters and battling of humidity were constant problems in the past, the filters in six months were still original and Sistel completely eliminated their practice of having to over-pressurize their facility just to fend off the omnipresent moisture in the air.

## What does Superior Engineered Technology and Limitless Site Selection mean to me?

Consolidated Edison, one of the largest energy providers in the US Northeast, needed to locate their new mission critical facility somewhere on their corporate campus and within one of their limited properties. The first location surveyed was atop an open landing that was 100' above the floor of very active maintenance facility. The air quality was very poor, filled with particulates, circulation was almost non-existent, and in summer the temperatures rose above 100°F with high humidity while in the winter it was very cold. The location was perfect. The MCF Series iFortress™ was conceptually engineered. After realizing that the landing was not available internally, an abandoned truck wash facility was offered. The location was perfect. Minor modifications to the engineering approach and the MCF Series iFortress™ was engineered. When the truck wash option was determined by Con Ed to no longer be worthy it was determined that a slab could be poured out in one of their parking lots where the MCF Series iFortress™ could be stood up with great ease. The location was perfect.

The engineering of the MCF Series iFortress™ was modified slightly, the infrastructure connectivity was actually simpler and commencement with the project began immediately. From the time the slab was in place, the facility was assembled with full infrastructure and ready for operations within four months.



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