

Digital India, smart cities need huge data centres

DATA centres have become one of the key pillars for the growth of a digital economy. Technological advancement in Indian enterprises, coupled with the proliferation of internet and government's focus on digitisation has led to the growing consumption and flow of data, says **Sanjay Motwani**, regional director, Raritan Asia Pacific, a provider IT infrastructure management solutions. He tells **PP Thimmaya** that vertical expansion could be the way forward for gaining efficiencies and reducing energy consumption. Excerpts:

How does Raritan view the data centre market in India?

According to the research by Internet and Mobile Association of India (IAMAI), Indian data centre infrastructure and solution market will touch \$4.5 billion by 2018. Technological advancement in Indian enterprises due to increase in the adoption of mobility, big data and software designed networking, coupled with proliferation of the internet, business expansion and government's focus on digitisation has led to the growing



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The Indian data centre market can broadly be categorised into four buckets:

R&D labs: Most global IT organisations have very large data centres in the country due to availability of good technical resources. These are large and complex as the environment here caters to managing legacy, present and future systems. Some of the labs are Cisco, Microsoft, Intel, AMD, Dell etc.

Government sector: The government has set up many data centres in states under the leadership of National Informatics Centre (NIC). In addition to the state data centre projects like the Aadhaar card also require huge data centres.

Private enterprise: Sectors like finance, telecom, manufacturing etc have their own data centres. IDC's are also a part of this group as they also host a large number private data centres.

SMB sector: Large computer rooms with 5-15 racks is another segment that is growing rapidly. Raritan's major focus is on the first three segments in the current context.

What has been the key growth drivers for the growth of data centres in India?

Indian data centre is estimated to be the second largest market for data centres in APAC region by 2020 as per the reports by IAMAI. Digitisation and technological advancement across both government and private sectors is increasing by the day in the country that are leading to the need to increase data storage capacity. The growth in software adoption, surge in data flowing, proliferation of disruptive technologies, such as social, cloud, mobility, etc, has led to the increase in demand for data centres in India.

Government projects like Digital India, Make in India and Smart City have

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buoyed the digital infrastructure industry as well. Other factors include the sectoral demand from telecom, IT, BFSI, e-commerce, hospitality, healthcare sectors due to which CIOs and CTOs are making an allowance for new centres where enormous amounts of data can be stored securely and utilised efficiently.

How is Raritan enabling optimum performance of data centres with lower use of power?

Raritan fundamentally provides tools for optimising efficiency in data centres. Our solutions are designed to help CIOs and data centre managers meet the growing needs of data expansion and cost optimisation.

The reality is that every data centre has excess capacity in terms of space, power, UPS etc. The challenge is to accurately identify where and how much? Our solutions help identify these. So when the need comes for expansion, the DC manager can easily utilise existing infrastructure thereby reducing the capex and opex for the expansion project. The energy management solutions place an emphasis on reliable power distribution, power metering, and remote management. They help enterprises to manage existing power capacity better and save energy besides supporting in environmental monitoring.

How is Raritan's vertical expansion of data centre strategy playing out in India?

Vertical expansion was the phrase termed by Raritan that allows data centre managers to pack more computing power in one rack. It also achieves high compute density by bringing 3-phase power to the rack; these are deployed at the rack level which then provide single phase power to all the IT equipment. This packs in more power to the rack and frees up excess space which can be used for expansion at a later date, as and when required. So vertical expansion will increase computer density and helps in saving cost.

In India, customers are now beginning to realise the benefits of vertical expansion and it has been a learning curve for them. Industry verticals, such as, IT, BFSI, healthcare, telecom, e-commerce companies, besides government departments are experiencing exponential expansion of data centre requirements and stand to gain the most from vertical expansion.

What is the cloud business strategy of Raritan in India?

Cloud, which is nothing but a data centre in a public space, is increasingly being used by business organisations across industry verticals. Most of the companies with in-house data centres are shifting a part of their data centre into public data centre space and cloud is one of them. This has driven us to market our solutions to public players along with private customers, thus making cloud also our customer. As a cloud service provider, one needs to optimise the operational expenses to ensure services are more competitive in the market with earning more revenues from the existing services. This is where Raritan specialises in and delivers solutions that brings about utmost customer satisfaction.