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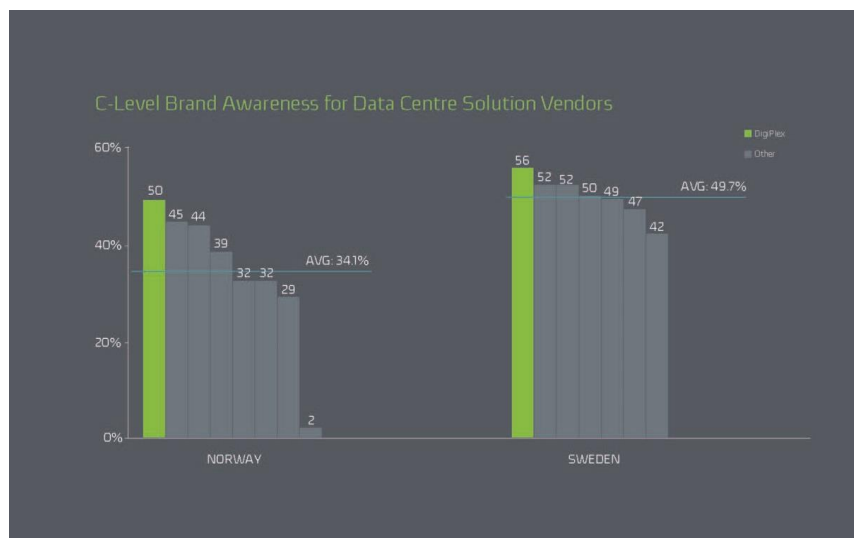
DigiPlex Takes Lead in World's Coolest Data Centre Market

Survey reveals leading green data center specialist is now best-known provider among top management in hyper-competitive Nordics.

An IDG Connect survey of 300 senior decision makers across Sweden and Norway has revealed DigiPlex as the most-recognized brand in one of the world's most active and attractive markets for international data center investment.

The survey, which gathered the opinions of CEOs, CFOs, and CIOs, revealed the best-recognized data center brands in both countries showing DigiPlex in an uncontested position. This result is attributed to an ambitious international marketing strategy, constant innovation and attention to the long-term cost advantages that are drawing the biggest global brands to the region.

“The incredible pace of digitization, and the accompanying rise in international demand for better, faster and greener data solutions has significantly changed the ‘math’ at C-level when it comes to data centers” says DigiPlex co-owner of DigiPlex and Chairman, Byrne Murphy, based in Washington, D.C. “When I founded DigiPlex, I wanted it to become first name in data centers. Not just in the most attractive and active market, but across the world. I’m delighted to see more people than ever getting the message.”



The Nordic region has achieved greater international attention in recent years for data center development, largely due to the region's political stability, secure locations, strong connectivity infrastructure and access to 100% clean, low-cost power. Significant investment by global hyperscale brands such as Amazon, Google and Facebook have highlighted the region's appeal further and paved the way for more international business. *"An international firm deploying 100 megawatts over 10 years will save approximately \$1 billion by placing their data center in Sweden or Norway versus Germany",* concludes Mr Murphy.

"We want more business leaders to realize what some hyperscalers already have – that innovative data centers in the Nordic region are presenting incredible long-term strategic advantages. Building our Nordic brand is an essential part of our growth strategy, and it also reflects what we feel is a crucial next step for the whole industry" says Fredrik Jansson, Chief Strategy and Marketing & Communication Officer at DigiPlex. *"Winning the argument for innovation and attention for data centers at the C-level shows the growing appetite for solutions like ours, and for dedicated partners that offer responsible, efficient and green solutions designed for the long-term."*

Since 2004, DigiPlex has run on 100% renewable energy and the company's sites are some of the world's greenest and most energy efficient. The company's innovations, from its ultra-efficient Air-to-Air cooling systems and 'Concert Control' management software have emerged from its dedication to the market. The company has further improved its appeal by announcing plans to retrofit its data centers to recycle waste heat to thousands of apartments in the central heating systems in **Stockholm** and **Oslo**.

Customer inflow through innovation and increased visibility

In just the past year, DigiPlex's has secured several major new customers including Amazon Web Services, City Network, Verisec, Telia and NexGen Networks. During this period the company has expanded **two of its data centers in Oslo**, and entered the Danish market through the acquisition of a **Telia data center in central Copenhagen**. Its investments in innovation, environmental sustainability and a more focused approach to marketing have garnered in a number of awards including as **"Best Data Centre Energy Solution"** and **"Data Center Operations Team of the Year - Colo + Cloud"**.

DigiPlex has, in the past two years, undertaken a major uplift in its global strategic marketing and communications, headed by Fredrik Jansson, Chief Strategy and Marketing & Communication Officer at DigiPlex. This has included the introduction of new brand identity, new messaging strategy, communication initiatives together with customers and a renewed channel strategy. Earlier this

year Fredrik Jansson, was named “[Marketer of the Year](#)” by Datacloud Europe Awards.

DigiPlex marketing- and communication efforts have also been noted internationally in many ways both in and outside of the data centre industry with nominations to “[Best In-House Marketing Team](#)” at Computing's Tech Marketing & Innovation Awards, “[B2B Brand Team of the Year](#)” at The Drum Marketing Awards, “[Best Marketing Team](#)” and “[Best Marketing Campaign](#)” at Global Carrier Awards and “[Communications Team of the Year](#)” at European Excellence Awards.

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About DigiPlex

DigiPlex designs, builds and operates data centres in the Nordics. The company specialises in delivering best-in-class services to its customers by delivering tailored, secure and resilient environments with the highest possible availability. As a result, DigiPlex is trusted by public and private customers alike – including security sensitive organisations such as government and financial institutions. All DigiPlex data centres consume only electricity produced from sustainable sources. [Read more on www.digiplex.com](http://www.digiplex.com)

About the Survey

In early 2018, IDG Connect surveyed 151 respondents in Sweden and 145 in Norway from organizations with 50-25 000 employees, with a majority from businesses with 250 to 999 employees. The respondents represent an even mix of CEOs, CFOs and CIOs.

<https://idgsverige.se/2.38549/idg-connect/>

For the full report, please visit: <http://go.digiplex.com/ndtsv2018>