

Adam Chooses Vertiv Solutions for Energy Efficiency Gains in Its Madrid Data Center



A Vertiv Case Study

Background

Adam is a provider of hosting, infrastructure as a service (IaaS), and connectivity services, and currently operates three data centers with a fourth under construction. Its facilities include one of the most modern data centers in Southern Europe, which is located at the Alcalá de Henares innovation hub in Madrid. When deploying this critical facility, some key business objectives were to have an energy-efficient, environmentally sustainable data center that enabled productive operating costs and provided a modular solution that could scale to accommodate future needs.

Challenge

When customers' needs for flexible colocation services were not met by hyperscale providers in the area, Adam needed to move as quickly as possible to meet the need and capture market share. Doing so meant being able to provide an efficient, Tier III-compliant data center with a design adapted to existing Adam premises.

Solution

Having previously reaped the advantages of working with Vertiv's domain experts and successfully deploying its free-cooling solutions in its Cerdanyola data center in Barcelona, Adam re-engaged the company for its new Madrid project. The provider sought comparable energy savings while working within the given footprint. Deploying the [Vertiv™ Liebert® PDX](#) cooling systems gave Adam the highest performing floor-mount, direct expansion units in its range with a wide range of configuration options. The [Vertiv™ Liebert® APM](#) uninterruptible power supply (UPS) units deployed are designed to operate at maximum energy efficiency of up to 96.3%. And to ensure continued optimal operation, Adam opted to cover its new infrastructure with maintenance contracts from Vertiv's technical experts.

Outcome

The established relationship and close collaboration between Adam and Vertiv helped streamline the work of the technical, commercial, and service departments. Energy savings have been notable, costs have been reduced by 25%, and monitoring of integration processes has enhanced daily operations. Adam's expectation have been met, ultimately resulting in an efficient, scalable, and sustainable data center.



Company Profile

Provider of flexible, close-by data centers, IaaS, and connectivity

Industry

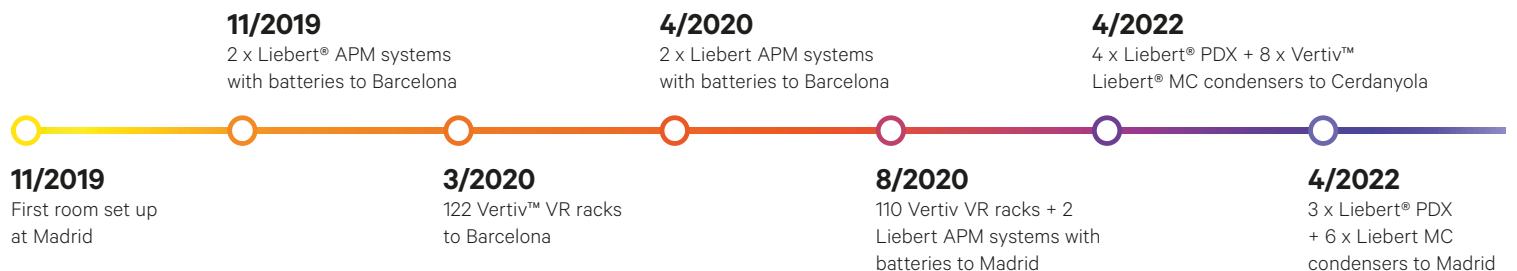
Data centers

Region

Madrid and Barcelona, Spain

"The design and construction criteria applied by Adam for our data centers include using top brands. To this end, we worked with innovative providers like Vertiv. Their solution facilitated a total integration and even allowed us to tackle sound projects which have resulted in more efficient and effective operations."

- Alfonso Pascual,
Head of Infrastructures for
Madrid Data Center, Adam



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