

# Data centre LDeX makes all the right connections with The Loop

## About LDeX

With the UK set to become Europe's biggest market for data centres by 2020 according to Tariff Consultancy there's every sign that the formerly industrial city of Manchester, now reborn as a hub for digital and media business, is snapping at the heels of London as the preferred location for new data centre construction. Leading this trend is LDeX Group, recently named the UK's 26th fastest growing technology company. It is a highly successful supplier of carrier neutral colocation, connectivity and streaming media services from London and now from Manchester too where it has opened a brand new 20,000 sq ft facility close to the city centre and to key transport links, and offering an impressive 99.999% availability SLA.

And that's exactly the kind of uptime that LDeX Group's demanding global customers expect. They include the investment product information provider MoneyMate, serving the international asset management community. The managed services and cloud provider ANS, known for its infrastructure, workspace and protection services to public and private sector clients. And the streaming TV and radio simulcast/catchup company Simplestream, providing 80 plus channels for more than 15 international broadcasters. These and many other 24x7 organisations rely totally upon LDeX Group for their mission critical applications.

## The challenge

Dependable, high performance connectivity was a key priority for LDeX Group when it began fitting out its new, greenfield site data centre LDeX2 at Manchester's Trafford Park. In particular the company wanted ultrafast, low latency connectivity to other data centres and data intensive businesses across the Manchester region, including the strategically located Media City close by. Another must-have was physically diverse routing for maximum resilience, delivered over two separate connections.

Connectivity also ranks high in the minds of prospective customers for data centre services. It was crucial therefore that LDeX Group's chosen connectivity partners could demonstrate fast response to install, service and change requests, could offer uncompromising service level agreements of their own, and had a well-staffed, proactive 24x7 network operations centre (NOC) able to troubleshoot and resolve any connectivity issues, no matter how complex



“ Customer care and attention is our USP and we expect the same from companies providing services to us. **The Loop's Dark Fibre reaches places in and around Manchester that other providers' fibre does not.** When we met them they were clear on what they wanted to achieve with their fibre assets in Manchester and the speed to deploy was fantastic: we were connected inside of 10 days. **The Loop is easy to do business with and it's a real bonus that their NOC is close by on Trafford Park.** ”

**Rob Garbutt**  
CEO and Co-Founder LDeX Group

## The solution

With The Loop's fibre network passing right by the LDeX2 site we were able to offer a compelling dark fibre solution at a very competitive price, and with the added resilience of two entirely separate connections onto different parts of our network entering LDeX2 at opposite ends of the building. These provide two dark fibre pairs each to other key data centres in Manchester, the first linking to Telecity Reynolds and on to Telecity Williams. The second extends to Telecity Kilburn. Both connections were fully installed and working within just ten days of order placement. With so much network capacity available LDeX Group uses some for its own business and resells the remainder either as managed bandwidth or dark fibre to its colocation customers.

Our national network operations centre, a near neighbour of LDeX2 on Trafford Park and staffed 24x7 from a team of more than 100 skilled professionals, gives LDeX Group the added assurance of fast response times to any issues. And with more than 180km of fibre under the greater Manchester area, running close to major centres of business, broadcast and creative industry it means if and when LDeX Group needs to extend its connectivity still further around the city, we are ready with a solution.

## The benefits

- Fast to implement
- 10 days from contract signing
- Competitive price point
- Great value for colocation clients
- Strong, senior level account management
- Comfort factor of NOC being very close to hand
- Easy to do business with
- Very high capacity connection
- More economical than the competition
- The Loop's fibre reaches places that others' cannot

