



Press Release

Macquarie Telecom buys Australian for racks and cabling at Intellicentre 2

Sydney, 13 March 2012: Macquarie Telecom (ASX: MAQ), Australia's only integrated [Managed Hosting](#), Cloud and business-only telecommunications company, today announced it will partner with Australian IT firms Server Racks Australia (SRA) and Syndeticom Electrical & Communications to implement server rack and cabling solutions for its flagship Intellicentre 2 (IC2) data centre, in Macquarie Park, Sydney.

Macquarie Telecom will call on SRA to deliver advanced server racks and containment which will contribute significantly to IC2's cooling strategy for clients. Macquarie is standardising on Cold-Aisle-Containment, whereby the Cold-Air to cool servers is trapped within Cells of Racks to maximise the cooling efficiency versus a 'cool the room' approach.

As preferred cabling partner, Syndeticom will provide top-tier CommScope/SYSTIMAX® core cabling for IC2 as well as installation and support for the life of the facility. Macquarie will also use the CableSolve® Infrastructure Management software system which documents IT assets and cabling infrastructure. Using barcode technology will assist in the management of end to end connectivity as well as asset deployment to ensure optimal utilisation of fixed cabling infrastructure, space, cooling and power demands, over the lifetime of the data centre.

Macquarie Telecom selected both firms for their proven track records as Australian IT providers with world-class quality service levels.

"Macquarie Telecom firmly believes in the value of supporting local vendors for key assets in its data centres. The calibre of hardware underpins the performance and service-standard benefits of onshored data solutions such as IC2," said Aidan Tudehope, Managing Director, Hosting, Macquarie Telecom. "We selected SRA and Syndeticom based on a stringent process focusing on flexible design and long-term reliability of product befitting of IC2's provision of world-class quality in all aspects of data hosting."

Macquarie Telecom already employs SRA products in a number of other locations, but submitted the vendor to a competitive tender process when evaluating it as a candidate for IC2.

"SRA is delighted to have been selected as a partner for Intellicentre 2, a move which we believe highlights the endurance of our relationship with Macquarie Telecom," said Simon Dunphy GM of SRA. "IC2 has already been recognised as a world-class data centre, being the first to receive Tier III Design Certification from the Uptime Institute for its commitment to concurrent operation and sustainability both operational and environmental. We're proud to be part of developing such a high-quality data centre as demand for hosted onshore services continues to grow within Australia."



Balgowlah-based Syndeticom will install the top-tier CommScope/SYSTIMAX® cabling which will underpin IC2's framework. CommScope/SYSTIMAX's® reputation for quality assurance and "Application Performance Guarantee" was a particular deciding factor in Macquarie Telecom's selection.

"As a leading CommScope/SYSTIMAX® partner since 1995, we have extensive experience in the rigorous implementation of the necessary cabling systems for a complex project such as Intellicentre 2," said Randall Lumbewe, MD of Syndeticom. "Syndeticom will also work with the Cormant Inc. to provide CableSolve®, a barcode-based software management system which allows Macquarie Telecom to analyse and identify each cable, its connections (end to end) and all assets in the facility."

Concluding, Tudehope said: "The selection of partners for server racks and cabling is the latest step towards developing IC2 as a world-class data centre providing onshore data services to Australian industry. By partnering with SRA and Syndeticom, as well as utilising CommScope/SYSTIMAX's® quality-assured cable products, we seek to ensure IC2 provides the highest levels of flexibility and efficiency of hardware which Australian businesses rely on when hosting data."

Macquarie Telecom has recently announced News Limited and Ninefold as anchor tenants for its \$60m IC2 data centre in North Ryde, and is currently seeking additional anchor tenants for IC2.

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About Macquarie Telecom

Macquarie Telecom is Australia's number one Managed Hosting and integrated Telco provider to business and government customers through the delivery of service excellence. Macquarie Telecom delivers a full range of Hosting, Data, Voice and Mobile services specifically to the business and government market. Established in 1992, Macquarie Telecom is one of the first telecommunication providers of the deregulated era and successfully publicly listed on the Australian Securities Exchange in October 1999. Macquarie Telecom was judged the best telecommunications provider for customer care in the World at the World Communication Awards in November 2008. Macquarie Telecom was honoured with the "Best Customer Care" because of its unique Personal Accountable Service (PAS) program. PAS is their attitude and commitment to delivering a superior experience for customers through Ownership, Proactivity, Communication and Responsiveness.

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