



Bulk Data Centers migrates a world leading global investment manager's workload in less than 10 weeks

A US-based global investment manager sees the advantages of housing their high-density workloads at Bulk's NO1 Campus in Kristiansand, and solves the issue of power density, connectivity, TCO and sustainability.





High-density workloads deployed at speed



Power-Density

With their new GPU and CPU-based hardware requiring a much higher density, the company was constrained in their existing data center facilities in New York and the UK by the power options to meet its growing demands. Giving rise to concerns and limiting expansion.

The capacity to grow quickly and in a continuous manner was central to choosing Bulk, given the data center's ability to provide the power capacity at the density they needed-ensuring that any developments in hardware technology were future-proofed to meet ongoing density requirements.

Global Connectivity

N01's growing carrier and fiber network infrastructure, including Bulk-owned Havfrue and Havhingsten linking to the US, UK and Ireland, provided the connectivity and route diversity they needed to connect to their key financial hubs, including New York and London.

Quick deployment

Bulk Data Centers completed the project in under 10 weeks, exceeding the customer's expectations with its unique customer-based approach that emphasized open and transparent dialogue from the outset.

The project team utilized Bulk's existing network of internal and partner expertise to create a comprehensive approach and solution. This ensured a smooth transition for a customer unfamiliar with the Norwegian market, including overcoming the customization of hardware before installation.

Bulk Data Centers' import of record status streamlined the process by acting as a consignee of goods, managing and receiving equipment, and reducing lead time to ensure on-time delivery of equipment on-site while taking care of custom taxes and liaising with third-party vendors.

Low TCO

Considering the scale of the project, ensuring the solution was cost-effective was a key priority.

The site in Kristiansand has up to 1GW of renewable power and 100 per cent availability. Located in the low-cost Agder energy region of Norway and next door to Europe's largest renewable substation, N01 delivers low-cost energy, compared to traditional European markets, and with the highest levels of resilience.

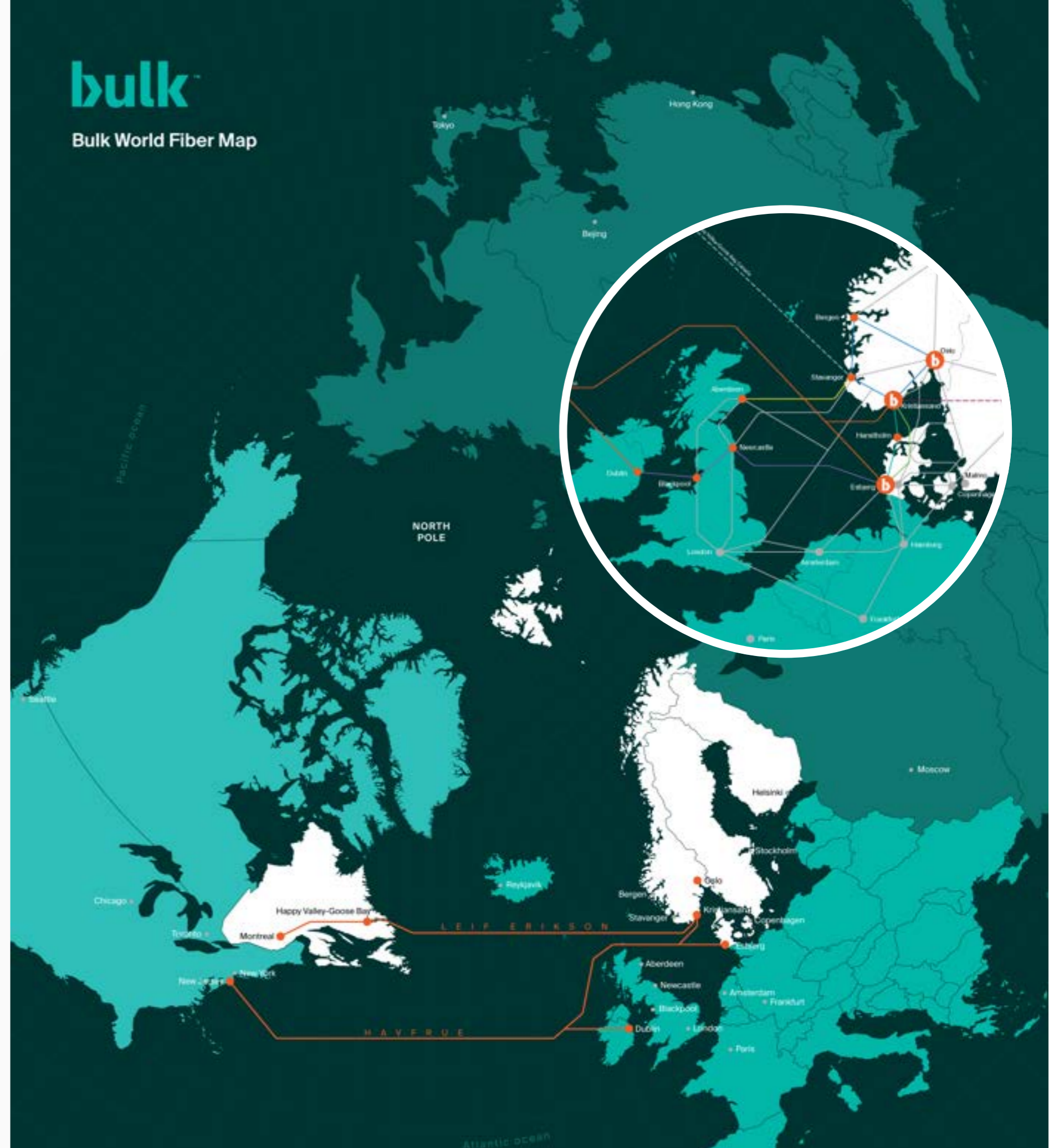
As climate risk becomes more acute, institutional investors are leading the way in financing the sustainable transition. This has led to a significant rise in ESG Investment Managers that invest in companies with strong performance on the material ESG issues for their sector and region.

With sustainability being a core focus of the fund's investment strategy, ensuring the firm's data sets were stored in a sustainable location was of critical importance. This is encapsulated in the rollout of scope 3 reporting requirements.

The reduction in CO2 emissions at the N01 campus, means the firm can house up to 10 x more compute in southern Norway than a data center in the UK connected to the grid.

The perfect solution

By offering a holistic solution, including route diversity, connectivity, power density, time to market and sustainability, Bulk Data Centers ensured all the key requirements were met.



About Bulk Data Centers

Bulk Data Centers delivers strategically located Nordic data centers and a dedication to service excellence that enable customers to reduce costs and environmental impact with ultra flexible, highly connected and scalable solutions.



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