

MEDIA RELEASE

## O'Donnell Griffin highlights new data centre opportunities

The **O'Donnell Griffin** display on **Stand 2033** at the 2008 Queensland Mining and Engineering (QME) exhibition at Mackay Showground from July 22-24 will showcase the **Norfolk Data Centre Group's** ability to build, manage, maintain and service data centres

According to O'Donnell Griffin, the escalating demands of new technology, coupled with tightening legislation and recognised industry practice around more environmentally friendly requirements, indicate that approximately 80% of Australia's data centres could be facing redundancy issues in the next three to five years.

The company says that industry experts have estimated this data centre redundancy issue will cost the economy around \$10 billion over the next decade.

These statistics have accelerated the launch of a new cross-business initiative by the Norfolk Data Centre Group (NDCG), drawing on the design-construct-service-manage expertise within five of the 17 Norfolk:

- O'Donnell Griffin
- Diverse Data Communications
- Haden Engineering
- Resolve
- passive fire containment specialist Trafalgar.

"The Norfolk Data Centre Group is capable of delivering design, installation and operational maintenance solutions to new and existing data centres, acting as the single project manager for delivery of all electrical, mechanical and communications requirements to Australia's corporate and government markets," said Nigel Cottingham, marketing and communications manager with Norfolk's Electrical & Communications Division.

"Customers requiring new data centres can now look to a single supplier for design-and-construct, as well as ongoing service and maintenance of the physical infrastructure.

"The Norfolk Data Centre Group is ideally positioned to supply the higher levels of power and cooling demanded by new blade-server technology, the additional storage systems and the necessary increase in emergency power provision capacities required," he said.

**Further information:**

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