

## D2N2 Growth Hub Case Study

### Low Carbon Hub Case Study: 2BM

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#### Commentary /Background to the business

Datacentre specialists, 2bm, have been around for over a decade. They are committed to providing smart data solutions that also reduce their client's power consumption and increasing efficiency.

2bm is an award-winning provider of innovative data centre management solutions. They help organisations improve the efficiency and reliability of their data centre

operations and are well known for their forward-thinking approach.

Clients include GE, The University of Warwick, IBM, Fife Council, Vision Express, Nottingham City Council and Dudley NHS.

Since their establishment in 2002 they have gone from strength to strength and have the awards to prove it. One of the most momentous and award-winning data centre design and build projects was 2bm's state-of-the-art NAHPC data centre in partnership with Digital Realty that scooped two DataCenter Dynamics North America 2014 Awards and one Data Centre Solutions 2015 Award:

- The Green Data Centre, DCD 2014
- Innovation in the Medium Data Centre, DCD 2014
- International Data Centre Design/ Build Supplier, DCS 2015

### **D2N2 Growth Hub Input**

Jerome Baddley (former) NetPositive CEO applied and secured ERDF funding from the Future Factory to produce a detailed technical report on the potential designs for low carbon data centres.

This report was then used to apply for Innovate UK funding with Rolls Royce and Liverpool University.

### **Outcomes**

Unfortunately the Innovate UK bid was unsuccessful however Jerome still put the findings of the report to good use and gave 2bm national exposure in The Environmentalist with an article titled '[Low-carbon datacentres](#)'; the article also featured on [2bm's blog](#).

In addition 2bm is now a member of [Investors in the Environment \(iiE\)](#), a local Environmental Management programme set up by NetPositive in 2014.

2bm is working towards their Green accreditation, the highest level possible. iiE provides businesses with a framework to help them cut their carbon emissions and costs year on year.

<b>Business Comments</b>
<p>“Improving the efficiency of a data centre is central to every project 2bm undertakes. The support we have received from Netpositive has helped raise awareness of the need for low carbon data centres; significant as newly released statistics state that data centres are responsible for 17% of the entire carbon footprint created by the technology industry.” Jerry Skinner, General Manager</p>