

# Colocation case study: mxData Ltd

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“In the 5 years we have been at TeleData it has been reassuring that the only power issue at the site did not affect any clients – at all. The outage on the mains supply went completely unnoticed with the UPS and backup generators kicking in until power was resumed – just as they are designed to do. This has further instilled confidence that we have absolutely made the right choice.”

— **David James**, CEO at mxData



# Facilitating technology growth

mxData have been developing and operating cross-platform mobile application solutions since 2004 and are leading providers in the handling of local and geospatial data — specialising in the aggregation of live, dynamic and travel rich content and services.

Predominately working in the travel and transport industries, mxData develop mobile apps, websites and server side integration solutions; at the backend incorporating live existing data feeds, API's and systems to provide a content rich solution, all powered by their hosted platform, GeoHawk.



[www.mxdata.co.uk](http://www.mxdata.co.uk)



Mobile application development



# The challenge

Before moving to TeleData, mxData were investigating options to rent more rack space at their existing data centre elsewhere in Manchester.

It became immediately obvious that this expansion would not be as easy as initially thought as the cooling capacity at the data centre was limited to a level that could not accommodate their server technology. The only alternative to remain in this original data centre was to commit to additional racks that were not required, resulting in substantial unplanned capital outlay and a significant increase in ongoing monthly costs.

“We felt forced into a corner. It became absolutely necessary to explore the data centre market to find a data centre provider within the Manchester area who had the capacity to accommodate our continued growth and chosen technology platform — without imposing restrictions or requiring the take-up of additional rack space to deliver more power and cooling.”

— **David James**, CEO at mxData

As mxData provide live global information via mobile applications to consumers worldwide, their need for the highest quality of technical infrastructure and resulting 100% uptime was also paramount as they began their search for a new location.



# The solution

mxData looked at several data centres, carrying out a careful assessment and selection process before choosing TeleData as their preferred data centre.

TeleData proved to offer the complete package; redundant power and cooling, multiple networks and carries, great security with straightforward accessibility when needed and a site that is manned 24:7. They quickly became the only viable choice and mxData decided to move their server equipment and racks into TeleData's facility in Manchester.

mxData have found Teledata to be a reliable and flexible data centre with an approach that meets the changing needs of today's technology focused businesses.

"TeleData's capacity to provide sufficient power and cooling at competitive prices and their contract flexibility when we changed to a more suitable virtual infrastructure has meant that the whole experience has been one of real partnership, rather than a standard customer/supplier relationship. This is exactly what we needed for such a critical element of our business."

"We have some demanding clients and strict SLA's to meet. Hosting at Teledata has helped us consistently meet these SLA's in a field where reputation is vitally important. Our own mobile applications sit high in the app store rankings due to a combination of sleek design and also importantly the live data that is always available. Our London Tubemap and New York Subway apps have over half a million sessions per day. Utilising TeleData's Manchester data centre gives us complete confidence and we wouldn't hesitate to recommend their services and people."

— **David James**, CEO at mxData

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