

Together
Matters



SmartHub Dubai

Fact sheet

Renowned for its most diversified Business Hub, and strategically located in the middle of emerging markets that have some of the highest growth rates globally - Dubai combines all features of a modern metropolis with a timeless sensibility.

Etisalat's **SmartHub Dubai Data Centre** has expanded its footprint by introducing a new largescale Tier III data centre in Dubai (Jebel Ali) located in a strategic place that touches many business points. It is built in the vicinity of Etisalat's largest satellite station offering seamless future technologies whilst its campus facility is designed with a holistic view of business requirements adapting to provide mission-critical services.

Dubai Data Centre has been designed to maximise energy efficiency through various green initiatives and aims to create a state-of-the-art facility that delivers good quality, efficient layout functions with elegant modern design.

The new data centre vicinity hosts strategic multiple international submarine and terrestrial cables that empowers businesses to quickly adapt and leverage the digital eco-system to create new value and growth.



Neutrality & Geo-redundancy is the key





Architecture

White space

- Total DC build up area: 26,000 sqm
- Total IT area: 4,000 sqm.
- SmartHub IT space: 500 m²
- Total clusters: 8 no.
- Rack per cluster: 240 racks

Raised floor

- Height: 100 cm raised floor
- Load: 1,400 kg per sqm²

Rack size

- 600 x 1200 mm 42 U racks
- Flexibility: Provision for hosting customisable

Rack clearance

- The minimum rack front clearance: 180 cm
- The minimum rack rear clearance: 120 cm

Loading bays

- Loading/unloading bay convenient for receiving equipment packages from trucks

Emergency exit

- 2 emergency doors in each cluster

Power

Generator capacity

- Total capacity: 2000 KVA x 8 numbers
- Configuration: 8 numbers = 4 + 4 (3N+1)

Fuel storage

- Day tank – 1100 gallons for each generator
- Bulk tank – 36,500 litres x 6 no.
- Fuel storage to run generators: Up to 24 hours

DRUPS system

- Total capacity: 2500 KVA x 16 numbers KVA
- Configuration: 16 numbers
- Power density: Average 5 KW
- Backup time on full load: Continuous Power N + N

Environment

Cooling & Environment

- Total DC Cooling capacity: 17,280 cooling KW
- Continuous cooling capacity for 15 minutes (thermal storage tank)
- Cooling density per rack: 6.5 KW
- Humidity control: 40% to 65% as per ASHRAE standard
- Temperature: 27 C to 32 C as per ASHRAE standard





Network & Connectivity

Network Meet Me Room

- Fully diversified cabling into data centre
- Cables entry into building: 2
- Fibre cable infrastructure
- Fully redundant network setup
- Two MMR in the building

Carrier Neutral facility

- Multiple and diverse fibre feeds
- Meshed Internet connectivity
- Diverse and high-capacity fibre infrastructure
- Adaptable cross connect of standard media types

- Connectivity to satellite teleport
- Access to submarine and beach manhole in same complex

Safety

Monitoring & access control

- On site BMS platform enables Control Room staff to monitor the functioning of all electrical, HVAC, security, fire, access and CCTV systems 24x7 for fault alerts, monitoring, water leakage detection sensors, maintenance and management of regular operations
- Access control with intruder alarm system to monitor all external doors and critical areas

Fire protection

- Fully compliant raised floor system of noncombustible material with anti-static properties
- The building has smoke and fire detection system and fire suppression system installed
- IG-55 gas used for critical rooms inside the building for all technical floor, critical support system areas
- The suppression control panel were individually installed outside the entrance of each critical room
- Portable fire extinguishers are installed in the facility at various locations and in the service yard
- 24x7 alarms monitoring in the Control Room
- Low & High temperature alarms
- Humidity alarms
- Liquidation alarms
- Smoke & heat detection alarm
- Gas detection alarm
- Portable fire extinguishers

Security & Building Management Systems (BMS)

- All access to the facility are recorded in the entrance logs that are maintained by on premise guard 24x7
- 24x7 site accessibility with facilities designed for handling large/heavy equipment
- Security camera recording period (30 days)

Certificates & Standards

- Uptime Institute certified TIER III design & Operational
- ISAE3402 Type II
- ISO/IEC 22301
- ISO/IEC 27001

Customer experience

- 24x7x365 on-site support
- Customer hot seats
- Lounge access, meeting rooms and recreational facility



About Us

Etisalat Carrier and Wholesale is the Carrier interface of Etisalat Group. Globally acclaimed as a Best Wholesale Provider many times in a row, Etisalat Carrier and Wholesale is committed towards extending the reach to the subscribers by acting as a catalyst for innovation and ensuring agility in all its solutions.

In a market place that is constantly evolving, Etisalat is the operator with the vision of "driving the Digital Future to empower societies" aiming to provide best-in-class total customer experience domestically and internationally, thus supporting economic development in all the operating markets. Etisalat has been named "The Most Valuable Portfolio Brand" in the Middle East and North Africa (MENA) by Brand Finance, and has become the first group from the Middle East to break the USD 10 billion barrier in terms of wider portfolio value.

With a comprehensive portfolio of innovative and flexible solutions for wholesalers and OTTs worldwide, Etisalat Carrier and Wholesale is a global solution-provider for services in Data, Mobile, Voice and Satellite.

Connecting with Etisalat Carrier and Wholesale means a service provider can support its universal communication essentials and access the incomparable scale and reach of Etisalat's network, benefiting from the same quality management used to support its own global customers. Etisalat C&WS offers a global infrastructure through invested submarine cables, D.C.s with regional presence in Asia, MENA and Europe.