

Critical Infrastructure Professional Services at the **core** of your business

Critical Infrastructure

Consultancy | Design | Engineering | 3D / BIM | CFD | Audit | Commissioning



Sudlows Professional Services.

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About Us.

Sudlows DMCC's Professional Services are structured to provide support, expertise and management to navigate through the entire life-cycle of your critical facility.

Sudlows DMCC is an award-winning critical infrastructure specialist formed around Design & Consultancy, Auditing, and Professional Services.

Established in Dubai in 2014, the company has quickly established itself as the consultancy of choice for Critical M&E and data centre projects across the MEA region.

Our highly qualified staff of engineers and consultants provide bespoke technology road maps that enhance, improve and ensure every critical facility operates to the highest levels of international standards of resilience, sustainability and energy efficiency.



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graph TD; A((Data Centre Strategy)) --> B((Infrastructure Audit & Operations Efficiency)); B --> C((Data Centre Design & Consultancy)); C --> D((3D Modelling BIM / CFD)); D --> E((Design Peer Review)); E --> F((Site Quality Assurance)); F --> G((Testing & Commissioning)); G --> A;
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Data Centre Strategy

Infrastructure Audit & Operations Efficiency

Data Centre Design & Consultancy

3D Modelling BIM / CFD

Design Peer Review

Site Quality Assurance

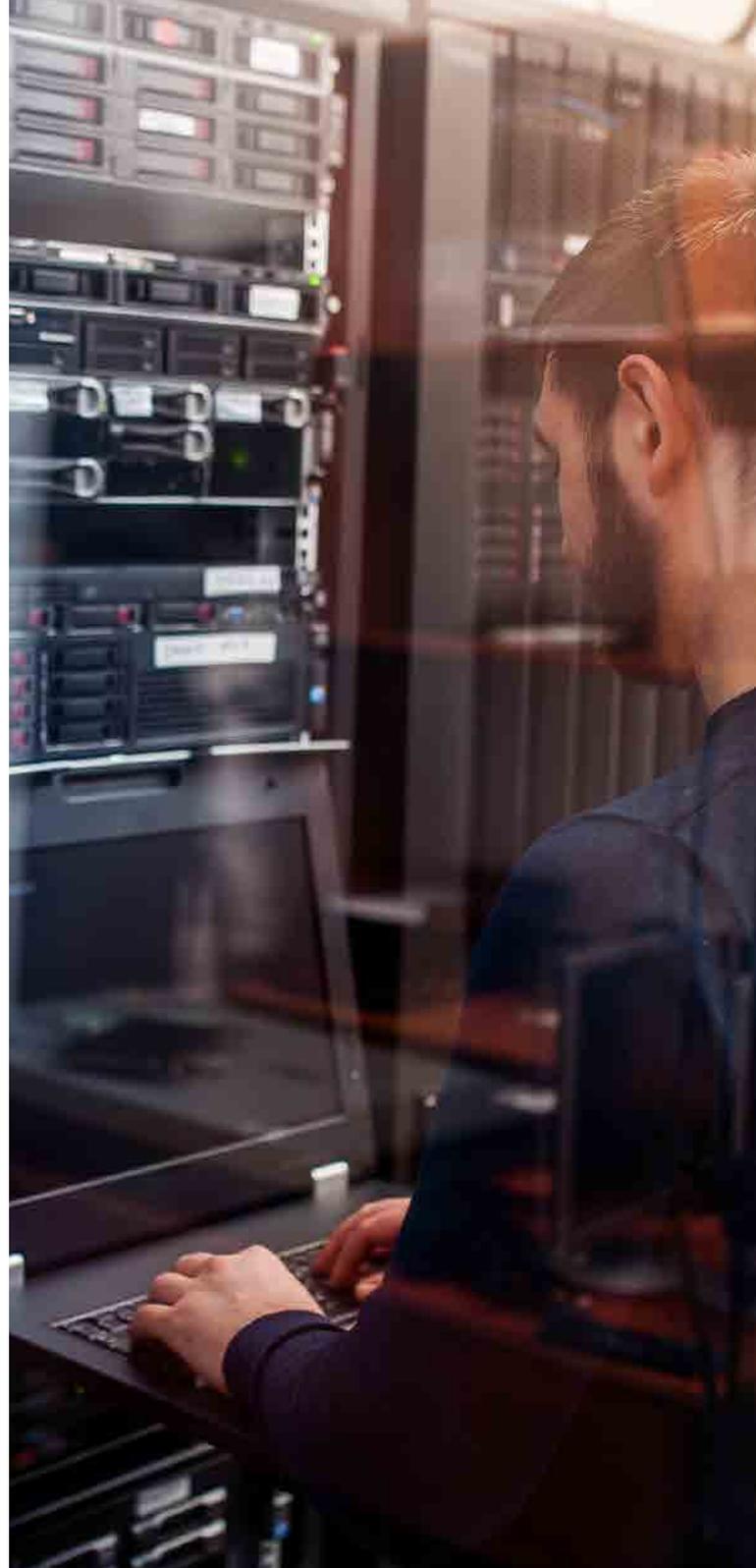
Testing & Commissioning

Sudlows' Professional Services are structured to provide support, expertise and management to navigate through the entire life-cycle of your critical facility.

Our Data Centre Consultants will guide you through every critical stage, from preliminary feasibility assessment through to final testing and commissioning. Every aspect of our technical services are designed and carried out by our team of award-winning experts.

As critical infrastructure specialists, we have both the knowledge and experience of the latest technologies and a thorough understanding of all aspects of a critical facility, data centre or server room.

Building on these strengths enables Sudlows to maximise the benefits at the early Audit, Feasibility and Design stages and to understand the weaknesses during the final Testing and Commissioning stage. We are able to deliver significant Return on Investment (ROI) and ensure your project is in safe hands at every stage.



Data Centre Strategy

- Regional Market Demands & Trends
- Feasibility Review
- Business Case Package
- Data Centre Road Map
- 3D Facility Master Planning
- Site Selection & Planning
- Cost Modelling & ROI

Our award-winning design and build heritage gives us a unique insight in to the full life-cycle of the data centre, providing experience to help define your build strategy.

At the start of your data centre journey there are many key factors, such as the immediate local and regional factors, which should be undertaken and analysed before you make a commitment to build or upgrade your data centre facility.

Feasibility Review

Our Feasibility Review services use our experience and industry knowledge to provide a detailed and thorough assessment of the possible risks and benefits for a potential project. These can be commercial elements, such as a Return on Investment (ROI), or technological factors which affect the ability of the facility to perform and meet Service Level Agreements (SLA).

Increasingly, environmental factors are a key part of the decision-making process, requiring projects to be aligned with the organisations' ethics and commitments. To assist with this, we can provide Environmental Impact Assessments (EIA), such as CO₂ footprint and water usage, or more thorough life-cycle sustainability reports to enable the right solution to be delivered.

When providing feasibility services, to assist with the proposed planning of a new facility, we can assess and compare to alternatives, including the upgrade to an existing data centre or the consolidation of multiple sites.

The purpose of the detailed feasibility study is to assess the wider impact of any alteration to your critical infrastructure, often in terms of cost and risk, and to ensure this is explained and understood by all project stakeholders. This is considered one of the most important steps in shaping strategy and determining whether a new facility is both necessary and right for your business. The information within these reports is key to the progression of the project, and an important document during the initial Design and into its Design Verification phases.





3D Facility Master Planning

At the early stages our in-house team of Data Centre Designers will create and bring to life your new facility master plan in 3D images, high definition video renders and first person virtual reality tours. This will provide project stakeholders with a visualisation of how the facility and supporting MEP plant spaces will look and feel.

Cost Modelling & Return on Investment (ROI)

Cost analysis goes further than just Capital Expenditure (CAPEX). Based on different technologies and efficiency, we will provide a full 10-year Total Cost of Ownership (TCO) adding in all expected Operational Expenditure (OPEX) costs.

Business Case Package

Sudlows' Data Centre Consultants are able to develop the necessary documents, on your behalf, required to support business cases for new build facilities or existing facility upgrades and renovations. These are all based on technical data, commercial information and 3D animated walkthroughs which all provide a detailed visualisation of how your future facility will look.

Data Centre Road Map

Sudlows will then generate your 'Data Centre Road Map', which is tailor-made for enterprise, resale or wholesale clients. During this process we consider the following key questions – How many racks? How many metres sq.? How much kW? What is the potential for future growth? Will the facility be modular or traditional? Hybrid? To install DCIM or not?

Infrastructure Audit & Operations

- Facility Overview
- Operating Standards
- FM / Operational Audits
- Single Points of Failure (SPoF) Report
- Uptime Institute Gap Analysis
- Best Practice & Energy Efficiency

For existing facilities, we will undertake a site audit and produce a comprehensive report detailing the condition of the installation and its current operation. This will be assessed against best practices, a target level of resiliency or a specific standard, e.g. Uptime Institute Tier Topology Standards.

The infrastructure audit comments on all elements of the facility, from the physical location to the specifics of the plant and equipment. As data centre specialists, a review of the configuration, type and condition of critical plant items will be undertaken including; Cooling Systems, UPS, Standby Generation, and LV/HV Distribution. In addition to this, specialist ancillary systems are also assessed; such as BMS / DCIM Systems, Security, Access Control and Fire Suppression. Finally, an assessment of the building fabric, security arrangements, and the approach to maintenance ensures that the audit process is comprehensive and complete.

During the audit, passive measurements of the environment are taken and recorded to assess the thermal characteristics of the space and identify opportunities for improvement. Where a more detailed assessment is required or where specific modifications are proposed, this can be enhanced with a full in-house CFD analysis and report which can, not only model the running condition, but also, simulate operational failures, design changes or load additions to the space.

The audit process will identify any underlying issues with the design or operation of the facility and can include a comprehensive single point of failure analysis, along with recommendations and potential options for mitigation. During the audit, a detailed assessment of the load within the space and current energy consumption will be completed and recommendations made where there are opportunities to improve the operational efficiency and reliability.

As your complete data centre specialist, our project teams are on hand to support the implementation of any recommendations made.





Data Centre Design & Consultancy - The Sudlows Difference

- Practical
- Buildable
- Manageable
- Maintainable

At Sudlows, we have taken innovation to the next level: Our award-winning standard design and consultancy methodology is enhanced by drawing upon decades of practical implementation experience as a vendor neutral data centre specialist.

Our project experience ranges from, basic 5 rack rooms to complex large 20MW co-location campuses, deploying technologies such as high density racks (20kW+), innovative cooling and IP-BUS rotary UPS systems – Sudlows has designed, installed and tested it all.

By drawing upon a wealth of practical knowledge in delivering turnkey data centres within the UK, Sudlows are able to offer a unique design and consultancy service throughout the UAE and globally.

All of Sudlows' design and consultancy appointments benefit from our real-world data centre experience, calling on our in-house expertise and understanding of the practical implementation of data centre projects.

We are able to ensure that your critical facility will be practical in design, offering a buildable solution which is easy to manage and maintain, for the full life of the facility.

3D Modelling/ BIM/ CFD

3D Modelling

Sudlows draft and prepare innovative and complex Mechanical & Electrical (M&E) designs on a regular basis using our extensive in-house design capabilities. This is backed up by our Computer Aided Design (CAD) Department who produce detailed 3D co-ordinated models, drawings and images to fully illustrate the design.

We integrate a design approach into all projects, which does not see physical engineering as being separate from the programme and budgetary constraints required on any project to fully satisfy customer aspirations and requirements in the early stages. Using the latest dynamic 3D modelling software, consultants and customers can fully analyse and understand data centre performance and the potential impact of our design options and solutions.

BIM

Data centres are among the most complicated and intelligent buildings on the planet, comprising of multiple disciplines and technologies to form one integrated system. The design of such a facility requires collaboration between multiple teams and BIM provides the central framework necessary to achieve this.

It is Sudlows' belief that the effective and efficient exchange of information lies at the heart of collaborative relationships, and as a company, Sudlows are committed to continuously improving to ensure a leaner and smarter delivery of projects to our customers.

Recognising the importance of BIM, Sudlows are **Level 3** compliant.

Level 0	2D CAD Drafting	No Collaboration
Level 1	3D Concept CAD work & 2D construction drawings	No Collaboration
Level 2	3D CAD used throughout project by entire team	Collaboration through combinable separate models
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Level 3	3D CAD used throughout project by entire team	Full collaboration on a single model





Building Information Modelling (BIM) is a collaborative way of working, underpinned by the digital technologies which unlock more efficient methods of designing, constructing and maintaining building and infrastructure assets. One key competitive advantage of BIM is its ability to promote greater transparency and collaboration between our designers and our suppliers and thereby reduce waste (procurement, process and material).

Sudlows are continually committed to the development and implementation of Building Information Modelling (BIM) capability which forms an integral part of the way we and our supply chain deliver projects.

CFD

Our Design Verification teams make full use of a range of advanced analytical methods, including our own in-house Computational Fluid Dynamics (CFD), which enables us to simulate, develop and optimise the configuration of a data centre to a high level of accuracy.

Using industry leading simulation technologies, we ensure that before a facility has been constructed, the performance of its cooling architecture has been rigorously tested and modelled at millions of location points, and verified to be within specification.

By modelling the underlying physics of the data centre, CFD provides a thermal description of a facility at any running condition, providing the necessary depth of technical understanding upon which to base mission critical decisions.

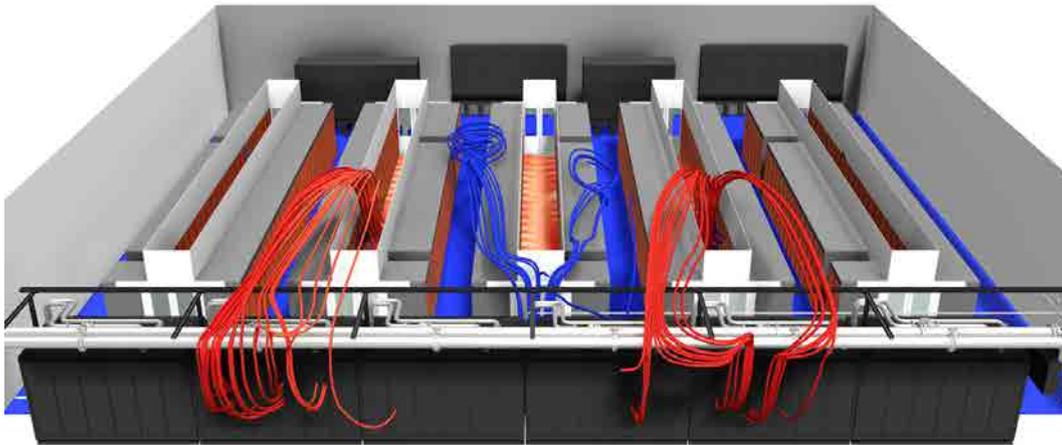
Design Peer Review

- Specification Adherence
- Operational & Maintenance Review
- Uptime Standards and Validation
- Evaluation of Buildability
- Enhanced CFD Modelling

Sudlows will provide a full assessment of the proposed data centre facility to ensure all elements of the design are fit for purpose, meet the intended specification and project objectives, and are compliant to current standards and best practice.

Our expertise, and understanding of the underlying data centre technology, enables us to provide independent engineering advice at all stages of a project. This valuable insight has led us to work with numerous national and international organisations across all industry verticals.

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Site Quality Assurance

- Design Drawing Review
- Technical Submittal Evaluation
- Programme Management
- Installation Quality Inspections
- Professional Snagging Reports

Working as part of the client team, we can ensure that a facility is constructed and delivered to the highest standards, and does not deviate from the approved design or installation methods.

We can act as your appointed critical infrastructure specialist and throughout the project will monitor, verify, critique and approve a contractor's technical submittals and drawings, identifying any deviations or performance limiting factors where they exist, in order to mitigate risk.

Our highly qualified team of Uptime Institute Accredited Tier Designers and experienced Project Managers work closely with your project stakeholders to create a structured and detailed programme that will deliver the commercial and technical objectives of the project.

With exacting planning and co-ordination, we will ensure projects run as expected against the delivery programme and are aligned with project budgets. This supports the envisaged business case and in turn, delivers the anticipated commercial benefits.

Testing & Commissioning Management

- Switching and Simulation
- Test Script Development
- Integrated Systems Testing (IST)
- Monitor, Record and Report
- Systems Acceptance Test (SAT)
- ASHRAE Levels L1, L2, L3, L4, L5

Following on from the systems commissioning stage, our independent testing and commissioning teams can provide extensive and industry leading Systems Acceptance Testing (SAT) and Integrated Systems Testing (IST) including a clear and detailed sequence and programme.

The SATs first verify that the equipment has been installed correctly, as designed and in-line with the manufacturer's recommendations. They then test performance and capacity within both the design load and, if applicable, any acceptable overload condition.

The IST then tests the data centre as a full and complete system, and is the ideal opportunity to ensure that everything is operating correctly before being handed over to the client. The IST will push the data centre to its design limits in terms of capacity, maintainability, and fault tolerance. If the facility should tolerate a generator failing to start we will simulate it, likewise, if the chillers are designed to be maintained live, we will demonstrate it.

Ultimately, the IST is the foundation for future confidence, ensuring the facility will operate as intended even when pushed to the limit.

We will plan, undertake, and record testing independently from the project delivery teams. Alternatively we can act as a client's representative, or independent witness, where testing is being co-ordinated and demonstrated by others.





Technical Documentation and Data Centre Operation

- Operating & Maintenance (O&M) Manuals
- Standard Operating Procedure Manuals (SOP)
- Emergency Operating Procedures (EOP)
- Maintenance Operating Procedures (MOP)
- Training
- Global Operations
- Site Operational Procedures

Having successfully delivered over 100 data centres, Sudlows is in a prime position to provide a bespoke 'Soft Landings' programme, complete with a quality handover. Sudlows always implement and deliver a thorough aftercare plan to ensure that our customers are satisfied with the future demands of their procured service.

Even the most resilient data centre design is at risk of failure, simply from the day to day operations. That is why it is of utmost importance that your data centre has specific operating and maintenance manuals which relate to your infrastructure, facilitating the operations team to run the data centre successfully and ensuring high availability to your systems.

Training is tailored to our client's specific needs. Early in the programme we begin the arrangements for ensuring adequate training is given to staff and any third parties involved in the ongoing function of the facility. Our 'Soft Landings' approach means our client receives all necessary documentation, training, programme benefit realisation and future managed services options.



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