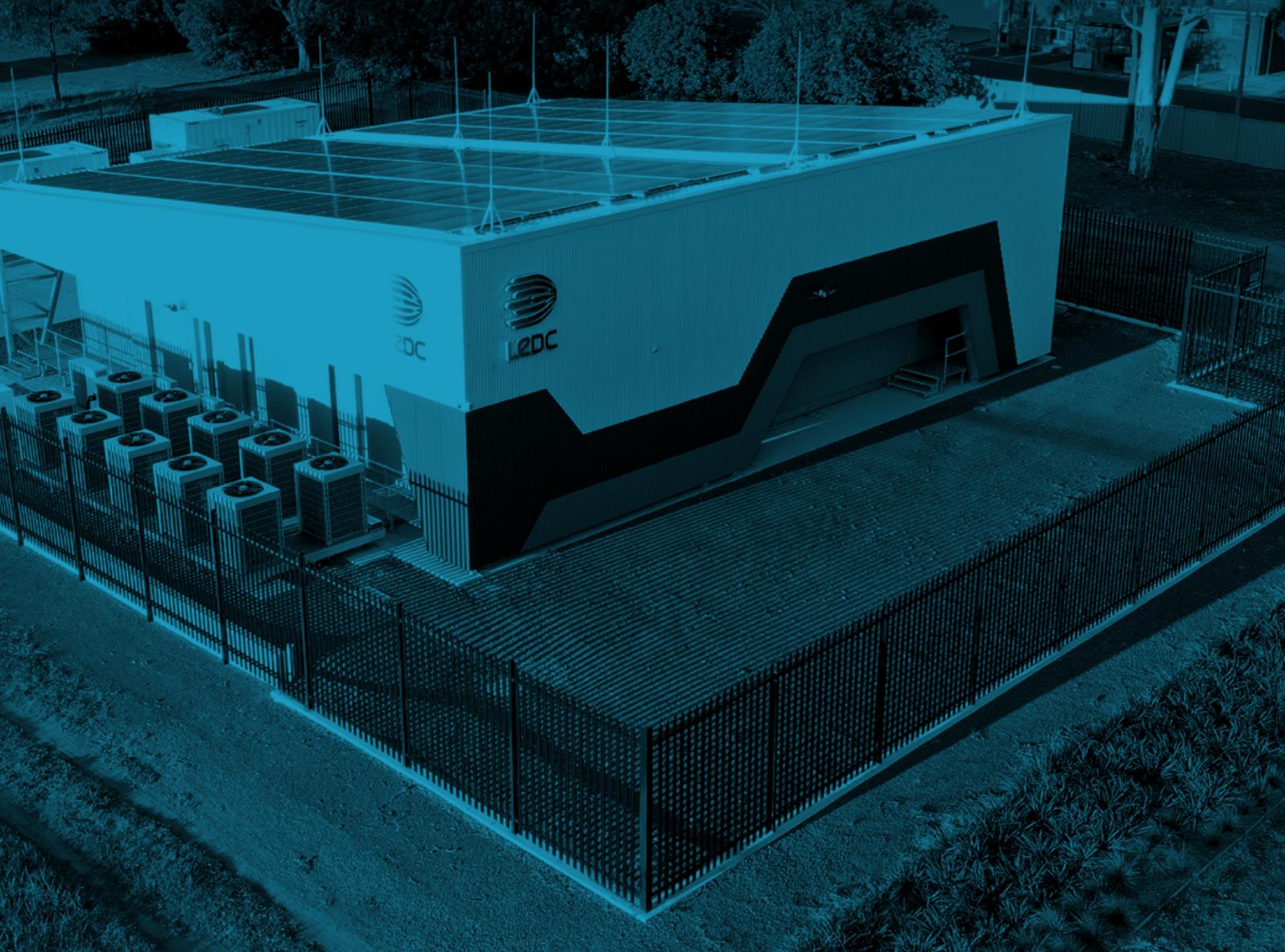# Leading Edge Data Centres

Leading the way in bringing reliable IT infrastructure, connectivity and cloud services to regional communities.



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# Overview

Leading Edge Data Centres (LEDC) is on a mission to reduce the digital divide in regional Australia by building next generation, Tier III certified data centres. These provide IT infrastructure, connectivity and cloud services in regional areas across the eastern seaboard of Australia.

From a single data centre in the Hunter region of NSW in January 2021, to an interconnected network of data centres across NSW (and with land secured to expand their network in VIC and QLD), LEDC is leading the way in bringing reliable IT infrastructure, connectivity and cloud services to our regional communities.

### IN NEED OF AN EXPERT PARTNER TO ACCELERATE GROWTH

To build, maintain and manage a next-generation Tier III data centre is no easy feat... let alone a multitude of data centres that are all off the beaten track.

Daniel Lawrence, Head of Wholesale and Strategic Sales at LEDC, says the company's leadership knew their plans were ambitious but they were very passionate about achieving them.

"We knew early on that we'd need support to realise our goals. We didn't have the resources to build and manage an interconnected network of data centres, on top of launching and managing new data centres. So it made sense to outsource to a competent partner. I'd already worked with ICT Networks at previous companies and knew they had the expertise we needed, so I recommended them to our CIO.

"The relationship was great from day one. The team took their time to understand exactly what we wanted to do because it had never been done before. Once we were all on the same page, everything came together pretty quickly."

ICT Networks was tasked with managing LEDC's network, which includes the following:

- Professional Services for the design, configuration and implementation of Cisco routers.
- Managed Services for MACs (moves, adds and changes) and change management.
- Network Monitoring Services.
- Technical Response Services for fault repair.
- Network Procurement Services for sourcing required equipment and vendor support.

"We needed everything to run the way a carrier-grade network should," said Lawrence. "The whole premise of our business is to build out an interconnected network of Tier III data centres accredited by the Uptime Institute. These have existed in metro cities since the turn of the century, but regional areas have been notoriously neglected.

"Traditionally, businesses such as telcos and cloud service providers who want to reach regional areas have had to build small data centres themselves or utilise something in a city usually hundreds of kilometres away. This distance leads to high latency, poor connectivity, and security issues which ultimately affect the end user: the people who live and work in regional Australia."

The work LEDC is doing has never been more important after the recent mass migration of people from big cities to regional areas in search of a tree change.

"Remote working has skyrocketed, and so has the need to support a distributed workforce – especially in the face of skills shortages. We're delivering technologically advanced buildings with high specificity and a local presence where we can address issues in real time. For carriers that have previously spent lots of time, money and effort getting remote hands into remote locations – we finally have an effective solution for them."

### A HIGH PERFORMANCE NETWORK EMPOWERING CONNECTIVITY FOR REGIONAL AUSTRALIA

ICT Networks has played an important role in supporting LEDC to deliver their next generation Tier III data centres to regional Australia.

David Jang, Sales Director at ICT Networks, says they feel fortunate to be part of such a valuable endeavour. "LEDC is bringing edge computing to regions that need it most. Locals can finally deal with locals rather than someone in the big city. They can physically see and touch the data centre, and reap all the benefits that proximity provides.

"Our Cisco-qualified engineers provide Level 3 Managed Services and ongoing network support and monitoring to assure the core network is always performing at its best. We're excited to continue working with LEDC, and witnessing the positive impact improved IT infrastructure and connectivity has on people's lives in regional Australia."

Moving forward, LEDC is preparing to implement Juniper Networks' products as part of a multivendor approach in the continued roll out of more data centres in regional NSW and Victoria. ICT Networks will support this move by providing ICT Care (Partner Support) from engineers with a wealth of experience in Juniper products who were also part of designing and implementing LEDC's network.

"We have a great relationship with ICT Networks and are excited about this next phase in our journey," said Lawrence. "The team will continue helping us deliver on our plan to build over 20 data centres along the eastern seaboard in the near future.

"While the Australian government plans road and rail initiatives to support our growing regional population, we'll be here building critical digital infrastructure to ensure they have access to everything they need to live and work."

*"ICT Networks is a key partner for us. Their expertise has enabled our network build to keep pace with our data centre builds, and this gives us confidence to service the needs of our regional communities and customer base."*

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