

NEXT

GENERATION

DATA

CENTERS



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"...then there is the growing popularity of partners like EvoSwitch; apart from greater pricing flexibility and sharp responses, they are increasingly popular compared to the larger players as all their facilities are brand new and in walk-in condition for clients. All of these factors contribute to revenue generation."

Syrus Mokhtari

Co-founder and Sales Director, The Blueprint IT

INTRODUCING EVOSWITCH

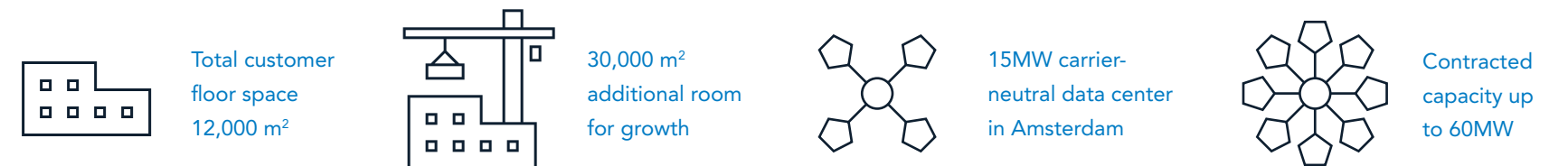
EvoSwitch owns and operates top tier connectivity-rich data centers on both sides of the Atlantic, with a 15MW carrier-neutral data center in Amsterdam and a facility in Washington DC. Founded in 2007 as part of the Ocom Group, Europe's largest privately owned internet services company, EvoSwitch built the first carrier and carbon-neutral data center in the Netherlands, now also the country's largest. In 2012 the company started expanded internationally, opening a premium colocation facility near Washington DC, in one of the world's key global interconnection hubs. Over the years, EvoSwitch has attracted – and retained – a wide range of customers, including many of the world's leading connectivity, cloud hosting and content providers. Today EvoSwitch provides a very carrier-rich environment, with around 30% of customers providing connectivity, and a huge range of cloud hosting providers. The EvoSwitch facilities also house PoPs for leading Internet Exchanges AMS-IX, NL-ix, and LINX NoVA.

The EvoSwitch customer proposition is long-term and international. Design excellence, operational efficiency, customer value creation and sustainability

underpin everything that the company does, and success in these areas can be measured in terms of customer loyalty and business growth.

EvoSwitch has developed its own proprietary modular technologies and uses the very latest cooling systems to maintain one of the lowest actual PUEs in the business. Customer support teams are trained to a higher degree than in the majority of multi-tenant environments. Certified standards covering all customer compliance needs are a by-product of a culture of continuous improvement rather than an end in themselves. Customer ecosystems are leveraged to benefit customers and partners, through the EvoSwitch OpenCloud marketplace, adding value to the customer bottom line and accelerating growth. Customer satisfaction levels speak for themselves.

With a talented and ambitious management team, contracts in place for a further 30,000 m² of customer space and 60MW of IT load, EvoSwitch is perfectly positioned to meet the growing cloud and IoT-driven needs of customers.



TEAM

The EvoSwitch management team are forward-looking and open to change. They spend a lot of their time talking to customers about how they can support their long-term business ambitions as well as on the data floor, working with the engineering teams to find ways to improve technical design and process efficiency and build customer value. The management structure is flat and flexible, and the team all know their customers by name and care what they think.



Eric Boonstra
Chief Executive Officer

Eric has been CEO since 2009, guiding EvoSwitch through its fastest-growing and most profitable years. He is deeply involved in customer acquisition, using the experience he has gained in a range of industries – manufacturing, financial services, management consultancy – to take the customer's perspective. He developed his management skills with Siemens, Staples and ABN Amro and has supported several start-ups. Eric studied Law at the University of Utrecht, and is a member of the ICT workgroup of the Amsterdam Economic Board, the Haarlem Chamber of Commerce and the Dutch Data Center Association.



Bart Wagemaker
Finance & Reporting Director

Bart joined EvoSwitch in 2009, and has responsibility for EvoSwitch's reporting and auditing structure, keeping us aligned with our business plans. He sees our continuous improvement drive as a major contributor to the EvoSwitch success story. Prior to EvoSwitch, Bart worked at accounting firm KPMG and as head of administration with retailer Action Non Food. He holds a Bachelor's Degree in Business Economics and a Master's Degree in Finance and Control.

Patrick Van Der Wilt
Commercial Director

Patrick arrived in 2014, bringing 13 years of colocation sector experience and insight to the team. Formerly Director Ecosystems at US-based IO, he also held a senior management role with Telecity Group. Patrick is responsible for EvoSwitch's sales and marketing strategies. He holds a Bachelor's degree in International Business and a Master's degree in Economics.



Eric Lisica
Operations Director

Eric Lisica has been Operations Director since 2013. He brings exceptional depth of experience in the sector and extraordinary customer focus to the job, with 15 years of management experience in the hosting, data center and telecommunications fields. He has held senior operational roles with, among others, PSINet, Interoute and Verizon Terremark. Eric holds a Master's degree from the University of Amsterdam in social sciences statistics.

“EvoSwitch have maintained the short communication lines necessary to get things done well and fast. If we need a quick connection with a tight deadline we always find them helpful, understanding and customer-focused – in other words highly professional. We trust EvoSwitch to the same extent that our clients trust us, and we would not consider any other provider.”

Willem Drijver

CEO, CAM IT

TRACK RECORD

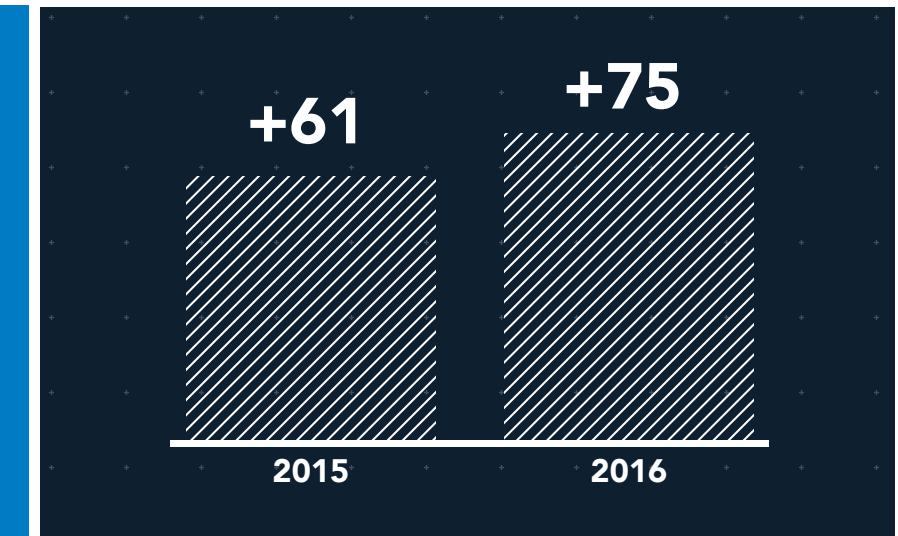
Customer growth is the measure of EvoSwitch's success. As well as growing profits year-on-year for the past 10 years, EvoSwitch customer churn is among the lowest in the sector. Key reasons for this are the level of support

expertise and the commitment of EvoSwitch personnel to rapid and effective response. Which results in above market standards in customer satisfaction

Customer Satisfaction is Key

Net Promoter Score (NPS) is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research and claims to be correlated with revenue growth. NPS has been widely adopted with more than two thirds of Fortune 1000 companies using the metric. NPS can be as low as -100 (everybody is a detractor) or as high as +100 (everybody is a promoter). An NPS that is positive (i.e. higher than zero) is felt to be good, and an NPS of +50 is excellent.

- + In 2015 EvoSwitch's customer satisfaction poll resulted in a Net Promoter Score of +61
- + In 2016 the poll resulted in a Net Promoter Score of +75



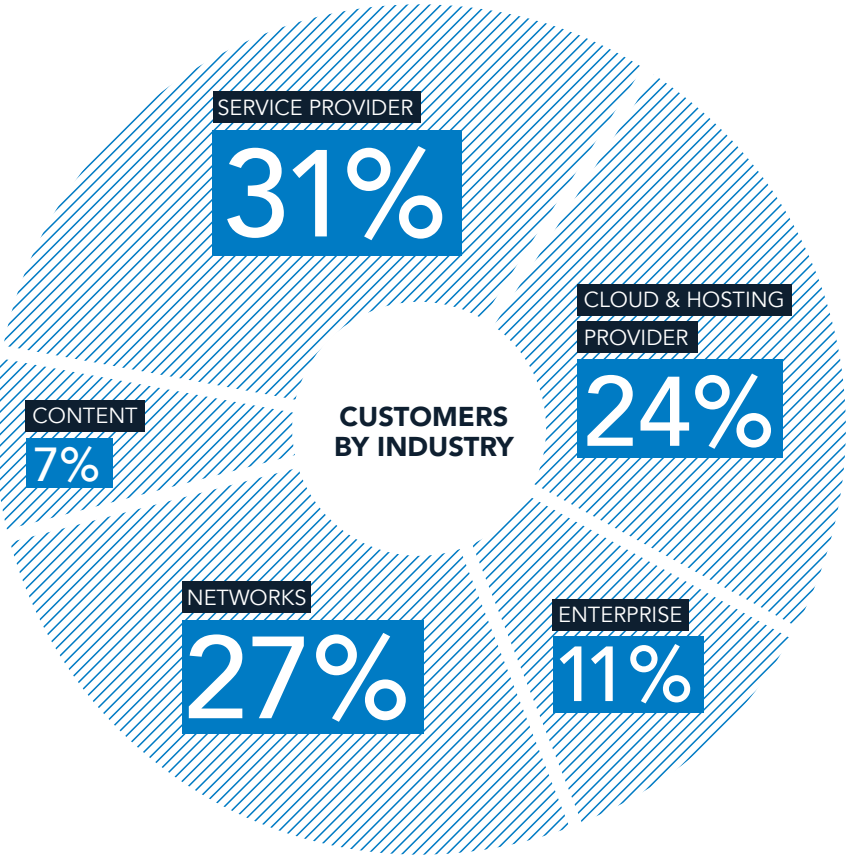


“It is easy to forget that what may be a day-to-day issue for us is a matter of online life and death to customers. We owe it to our customers to share our knowledge with them and leverage our ecosystems and our expertise in interconnection and infrastructure to help them grow their businesses to the next level.”

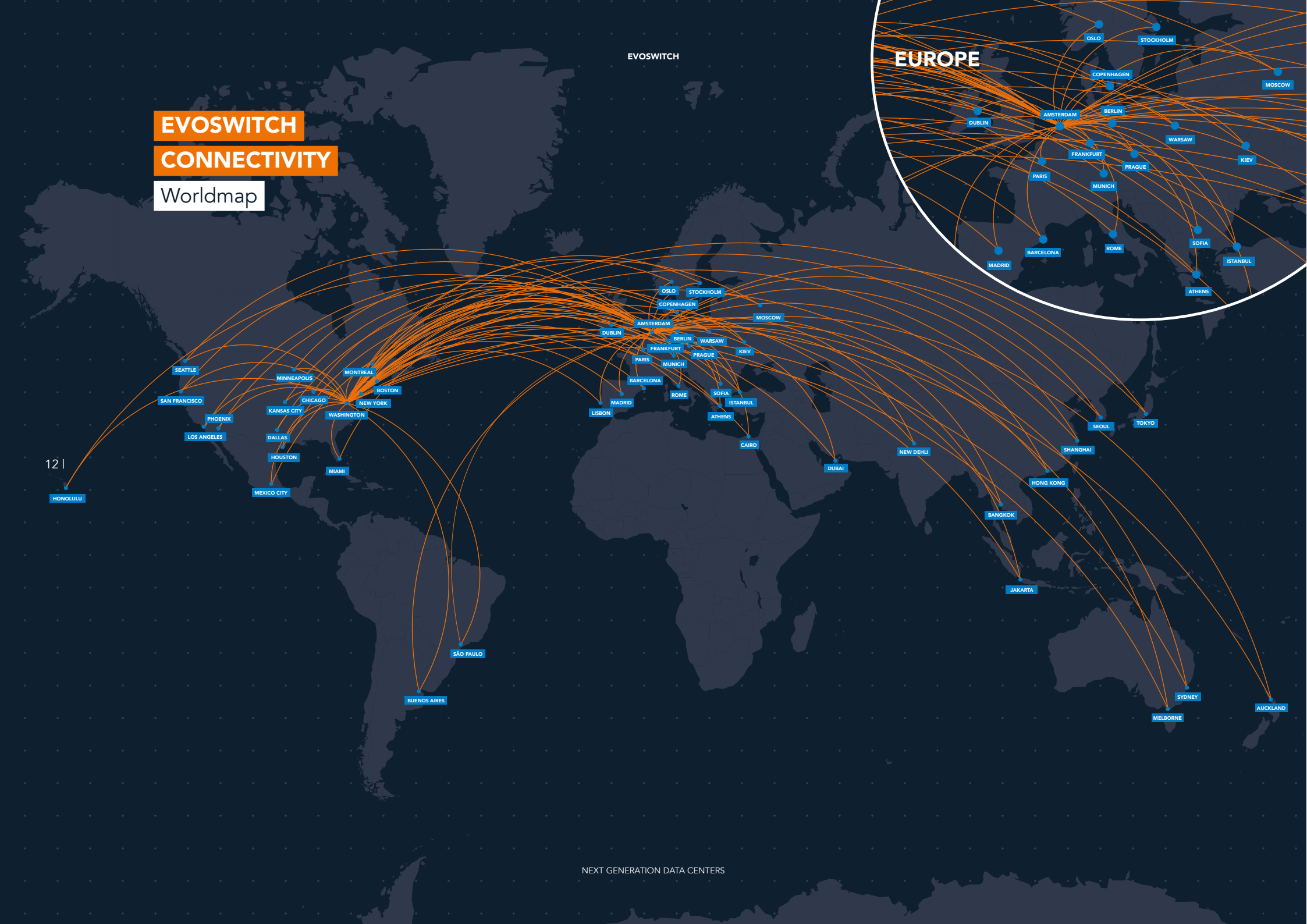
Jan Debrichy
Global Business Development Lead

CUSTOMERS

EvoSwitch promotes the growth and interaction of thriving value-added ecosystems among its 200+ customers.





CONNECTIVITY PARTNERS

With a choice of over fifty connectivity and telecommunication providers, EvoSwitch customers are always sure to find the right match in terms of price, quality, speed and reach.

Internet Exchanges deliver exceptional and highly affordable interconnection and peering choice to customers. EvoSwitch houses three of the world's leading Internet Exchanges

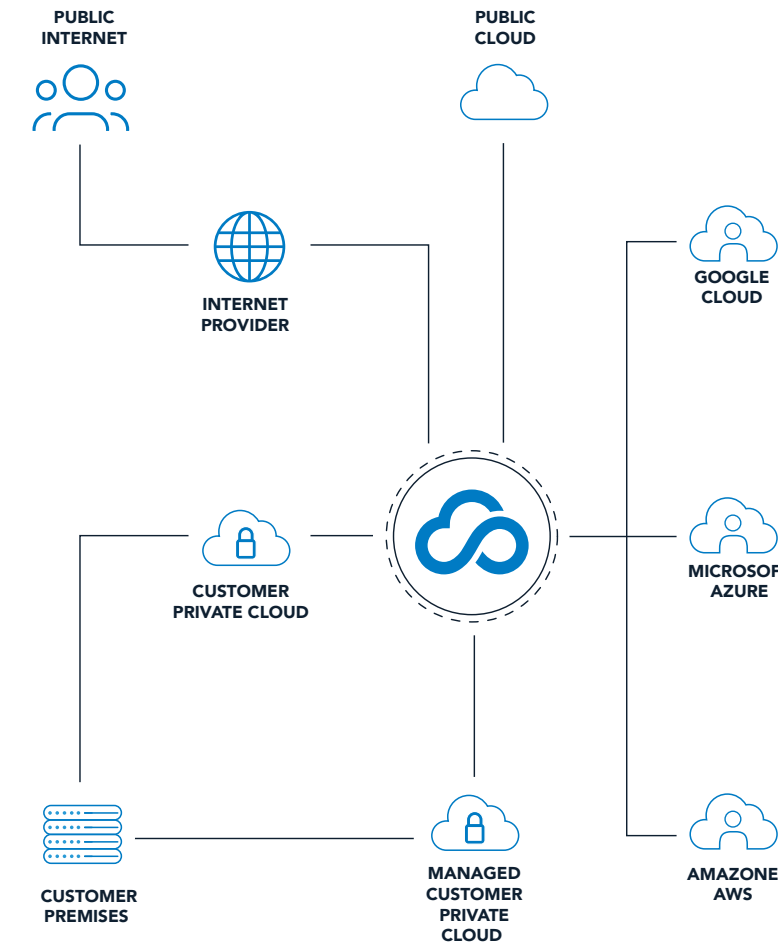
"Partners like EvoSwitch help us increase the AMS-IX customer base faster, while working with us lets them expand their product portfolio with a service offering which provides access to the world's largest peering community."

Job Witteman

AMS-IX Chief Executive Officer

opencloud

OPENCLOUD



OpenCloud is EvoSwitch's cloud-neutral, partner-rich cloud interconnection platform. With dozens of active members and growing, OpenCloud creates a dynamic marketplace for the sale, development and consumption of next generation hybrid cloud architecture. It brings together enterprises, networks, cloud infrastructure providers, specialist partners, and leading Internet Exchanges, offering a huge variety of low latency cloud connection options.

Because OpenCloud is – and will remain – neutral, members can leverage the full power of the marketplace. Provider partners gain quick, supported, access to new revenue opportunities, while cloud consumers can try before they buy, testing new connections in parallel without disrupting existing services. They can avoid lock-in, run multiple clouds in multiple markets, maximize flexibility, and look forward to growing choice as new partners sign up and existing partners expand their services.



In 2013, 2014, 2015 and again in 2016 EvoSwitch was awarded Gold partner status by AMS-IX. To qualify as an AMS-IX Gold Partner, companies have to introduce more than 20 new members or 100GE (Gigabit Ethernet) of new port capacity. In 2016 AMS-IX traffic at EvoSwitch AMS1 broke through the 500 Gigabits per second threshold, highlighting the company's role as one of the top interconnection hubs in the Amsterdam region.

“One of our key challenges is orchestrating all areas of the environment to maintain a productive team. I’ve seen many diverse problems in my sixteen years working in telecoms, and good planning, communication and teamwork are the key to resolution.”

Don Leemker

Site Manager EvoSwitch Amsterdam

EXPERT SUPPORT

As well as providing an optimized, connectivity and cloud-rich environment for customer equipment, EvoSwitch offers a range of support services that ensure the smooth operation of mission-critical customer infrastructure 365 days a year. The company’s intimate understanding of best practice design, build, operations and compliance ensure that the mission-critical applications in EvoSwitch facilities run with optimum availability, security and efficiency.

Most colocation businesses have some form of staffing 24x7, but EvoSwitch has genuine experts – hosting and IT engineers – available round-the-clock. There is always someone on hand with the proper knowledge to correct customer issues.

Getting qualified engineers to IT equipment within minutes when there’s a problem can be the difference between success or failure. EvoSwitch customers, many of them constantly on the move from country to country, rely on the EvoSwitch Support Team to be available 24/7, ready to solve issues before they turn into real problems.

Typical support activities include

- + Switching power of a device off and on
- + Connecting KVMs: Connecting a customer-owned KVM switch to a device
- + Connecting devices: Connecting devices like DVD/ USB drive, consoles, cables etc
- + Replacing hardware: parts like hard drives, memory, power supplies, RAID controllers, switches, servers, PDUs.
- + Visual inspections
- + Troubleshooting in-house cabling
- + Answering technical questions and providing best-practice advice

“The EvoSwitch carrier ecosystem is really valuable...thanks to a great extent to EvoSwitch we have been able to deliver a high quality network while keeping costs to a minimum, and they are also well placed to help us with the next technical challenges in our development.”

Rens Ariens

Founder and CEO, Yisp

SUSTAINABILITY

Sustainability flows from a blend of environmental commitment and design and operational efficiency based on continuous improvement and innovation.

From launch, EvoSwitch demonstrated its commitment to combating climate change, by establishing the first certified carbon-neutral data center in the Netherlands, and one of the first in Europe, using 100% renewables.

An optimized IT infrastructure goes hand-in-hand with sustainability, minimizing long-term environmental impact. The savings made with EvoSwitch modular technology result in overall reductions in construction and power overhead which are shared with the customer. Ultra-efficient indirect adiabatic cooling units also help keep power use down.

Our PUEs are consistently measured and the lowest in the market. This is not design PUE, this is actual, which is extremely unusual on this scale and at this level of efficiency. Unlike most operators, we measure PUE round-the-clock, and this enables us to run a dashboard to monitor customer efficiency levels; i.e. we compare current power usage to outside

temperature and humidity levels at similar times which enables us to spot anomalies and correct them. The upshot? If a customer has left a blind plate off arack, we will know, and we'll let the customer know.

Innovation and leadership are also key. EvoSwitch continually pushes the boundaries of colocation sustainability, in areas such as TCO analysis and showing the sector the way forward on tackling the embodied impact of data center servers.



The Green Fan Program

By focusing on sustainability, EvoSwitch helps customers reduce their carbon footprint, which benefits both their business and the environment. This business philosophy is promoted via the Green Fan program. Customers who share EvoSwitch's commitment to the environment can join the Green Fan program which will entitle them to use the Green Fan logo and technical advice.



DESIGN INNOVATION

Innovative design increases flexibility for customers, enhances security at the rack level, and optimises efficiency in terms of speed of build-out and power overhead. The containerized technology deployed by EvoSwitch delivers such high levels of operational efficiency and customer value that it has been made proprietary, with registered patents and IP.

More Modular, More Efficient

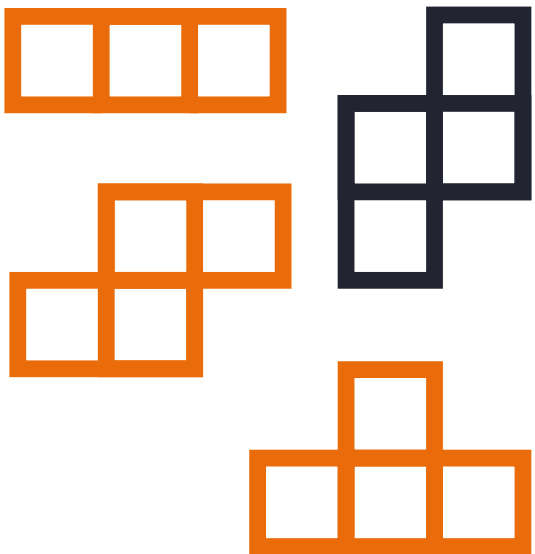
Many multi-tenant data center operators talk about modular systems when they mean modular build-out.

Not EvoSwitch. EvoSwitch private suites are containerized and therefore genuinely modular. In fact, they are almost stand-alone data centers, with their own multiple UPS backup, distribution boards, cooler units and fire suppression systems. Customers enjoy total autonomy – their own module, their own access, and security control dedicated to the individual suite. Modules are bolted together in the data center with no disruptive construction work required. When a module installation is called up commissioning takes a mere two weeks. Infrastructure is entirely separated from IT space with no staff at the racks, leading to higher availability and greater peace of mind for customers.

The latest generation modular containers offer 88 racks with 340 KvA; and these are extendable – like a harmonica – thanks to 8 rack conjunction modules, which makes the EvoSwitch modular system even more modular. Integrating the latest right-sized cooling and electrical systems is a key factor in achieving the lowest PUEs in the market.

Cost-effective Cooling

Advanced cooling solutions drastically reduce energy consumption. Unlike conventional data centers which use wasteful compressors, EvoSwitch has implemented its own ‘free cooling’ concept. This energy efficient cooling technique makes intelligent use of the outside air to cool the interior of the data center.



"The way we manage compliancy and certification has a direct impact on our operations; what does it mean to an engineer to be 27001 compliant? Continuous improvement takes place every hour of every day. Or take total tracking – we don't just track every person entering the facility so we can tick a box; we can compile the route they have taken retrospectively via video footage."

Ronald Post

Senior Critical Facilities Engineer Evoswitch

WORLD-CLASS COMPLIANCE

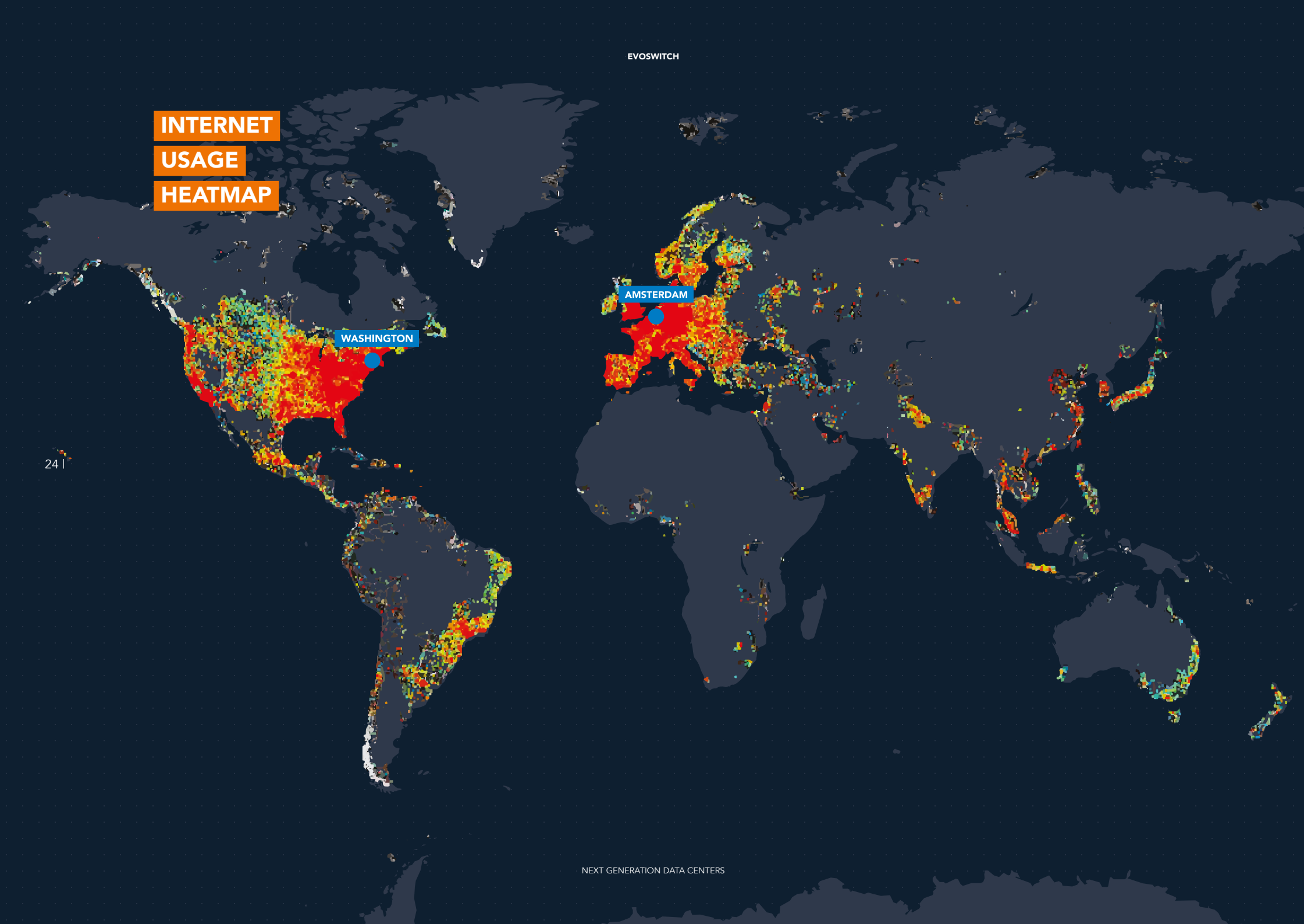
EvoSwitch is an industry leader in implementing third party-certified standards, conducting constant reviews and refreshes to ensure that the company operates to the most demanding international compliance requirements across all customer sectors. The EvoSwitch certification program guarantees world-leading security, uptime, performance, efficiency, business administration and continuity procedures, along with premium connectivity and a secure and sustainable physical environment.

- + ISO 27001:2013 for information security management
- + ISO 14001:2004 for environmental management
- + ISO 9001:2008 for quality management
- + SOC1 Type II (previously known as ISAE3402/SSAE16) for auditing of financial and internal controls
- + PCI-DSS Version 3.1 for information security for online payment
- + AMS-IX Certified for compliancy to technical specifications and requirements, standards specified by AMS-IX, operational requirements and the technical design and management of the data center
- + Open-IX Certified standard for neutral interconnection and technical standards for interconnecting networks reliably
- + U.S. Green building council LEED Gold

Proactive Power Monitoring

EvoSwitch conducts ongoing power monitoring and analysis, which enables the engineering team to offer customers advice on correct configuration, monitoring and energy consumption of servers. For instance, one customer – a hosting provider – recently reduced its physical footprint by 20% and its server power consumption by even more than 20% following an energy audit. The customer had a mix of virtual and legacy servers with full racks requiring 4-5 kW power density. EvoSwitch offered advice on equipment and configuration and now the customer uses only a quarter of a rack using 2kW of density for the same workload.





OUR DATA CENTERS

Amsterdam

The Ultimate Euro-Hub

- + The Netherlands is ranked No. 1 in DHL's Global Connectedness Index
- + Relative to national GDP, Amsterdam provides the highest density of tier-1 data center colocation of any European city
- + Internet traffic in Amsterdam is growing by 22% annually, and the colocation market by 15%
- + From Amsterdam, your data can reach 80% of Europe within 50 milliseconds ²

Northern Virginia

'The Epicenter of the Internet'

- + In 2015 North Virginia overtook New York as the biggest multi-tenant data center market in the USA
- + With abundant fiber, cheap and reliable power and attractive tax incentive programs, the colocation market continues to grow at 14% annually
- + 70% percent of the world's internet traffic passes through the Northern Virginia technology corridor ¹

1. Source: 451 Research

2. Source: Dutch Digital Infrastructure Report 2016, Deloitte

AMSTERDAM AMS1

Two-storey Tier III+ specification building with over 12,000 m² / 108,000 sq feet of customer floor space with room to expand to 40,000 m²

AMSTERDAM AMS1 CAMPUS

Located just 15 minutes from Amsterdam's Schiphol International Airport and 10 km west of the Amsterdam city center, our 12,000 m² AMS1 Data center. AMS1 data center is the largest multi-tenant data center in the Netherlands. It was also the country's first ever carbon-neutral facility. Purpose-built from concrete and steel, with a massive range of connectivity and cloud hosting opportunities, and using the latest cooling technology and EvoSwitch's patented containerized modular suite technology to support a real-time PUE of 1.2, AMS1 is designed for resilience, efficiency, connectivity and sustainability.

Building

- + Two-storey Tier III+ specification building with over 12,000 m² / 108,000 sq feet of customer floor space with room to expand to 40,000 m²
- + Building management system
- + Modular room for growth

Power

- + 12.5 Megawatts expandable to 60 Megawatts
- + Generators: 25 Megawatts
- + Power Redundancy: N+1 and 2N

- + Diesel stock: 3x50,000 liters on site, refillable during use
- + On site fuel autonomy: 48 hours
- + Cabinet feeds: Completely separated A and B feeds

Cooling

- + Indirect Adiabatic cooling
- + Total cooling capacity 25 MW
- + Hot Aisle Containment
- + N+1 Redundancy

Connectivity

- + 50+ carriers
- + 2 world-leading Internet Exchanges: AMS-IX and NL-ix

Fire Prevention and Suppression

- + VESDA™ fire detection system
- + Fire suppression systems
- + FirePro®/IG55
- + 60 minute fire-resistant walls
- + Portable CO² & Foam extinguishers
- + Cooling process: cold corridor concept

Security

- + 3m perimeter fencing, secured loading dock, ground floor +1m above terrain
- + Entry protection: Electronic ID scan (passport), all alarms monitored 24 × 7 × 365
- + 24 × 7 × 365 Services: Security guards on-site, monitoring, mobile patrol of business area
- + Security systems: CCTV cameras (inside and outside)
- + Zoned-access control key card system with secure turnstile
- + Visitors are escorted at all times within the building
- + Intrusion detection systems
- + Access procedures with pincodes, portal, dual authentication
- + Options for biometric access

WASHINGTON WDC1

Two storey Tier III+ specification building
with 22,000 m² /235,000 ft² of customer
floor space

WASHINGTON WDC1

Located in Manassas, VA near Washington DC, our WDC1 data center is located in the heart of northern Virginia's technology corridor, often referred to as the 'epicenter of the internet'. It is conveniently located just half an hour west of Washington DC and 20 minutes from Dulles International Airport. The LEED Gold certified, DOD- and DCID compliant facility is home to a thriving ecosystem of connectivity and cloud service providers and enterprises, with direct connection to LINX NoVA, the first Internet Exchange in the world to receive Open-IX certification.

Building

- + Two storey Tier III+ specification building with 22,000 m² /235,000 ft² of customer floor space
- + Building management system and customer

Power

- + Up to 20MW of IT load available
- + Diesel Generators 5 × 1800 kVA (N+1)
- + Standard rack power 5.5kW standard power, upgradable to three phase i.e. Technisch maximaal 9kW
- + Power Usage Effectiveness PUE 1.3

Connectivity

- + 15+ carriers
- + LINX NoVA neutral Internet Exchange

Fire Prevention and Suppresion

- + Fire detection system Ionized Smoke Detector
- + Fire suppression system Multi-Zone Pre-Action Dry Pipe Sprinkler System
- + Cooling process: Hot aisle / cold aisle

Security

- + K-12 fencing, guarded entrances, man traps, biometric access controls and multiple video surveillance zones
- + Minimum 150' secured vehicle standoff, vehicle arrest barriers
- + ATRP compliant with controlled site perimeter greater than 150' from the building
- + MEP separated from the IT on the data floors

CONTACT US

If you are interested in finding out more about EvoSwitch in Europe or North America, please don't hesitate to get in touch and we can answer all your questions or arrange a facility tour.

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