DATA LIBERATION

Data Liberation has supplied state-of-the-art technology to the market research industry for the past 15 years, specifically online reporting and dashboarding systems.

Website: www.dataliberation.com
Industry: Information Technology & Services
Company size: 11-50 employees
Ownership: Privately held
Location: Wimbledon, London

4D services provided

Colocation, Connectivity & Cyber Security

> When I first phoned 4D, the person at the other end of the phone was fun, engaging and knowledgeable.
>
> **Chris Morgan, Data Liberation**

How Data Liberation found their Data Centre provider of choice

We caught up with Chris Morgan, owner of Data Liberation, to hear first-hand his experiences of working with 4D.

What do you do and who do you work with?

We understand what customers want and translate that into systems to give them that data. At a high level, we write reporting systems for market research.

We don't have research people with us, we're the bunch that builds their backend systems. We work with lots of research agencies which then in turn work with other companies from SMEs to blue chips.

What were the key drivers to move?

Location, location, location – that is always going to be the number one choice for companies like mine. Of course, you had to tick all the other boxes like redundant power and fast connections but making sure the data centre wasn't in the middle of London, or difficult to get to, is important to me.

We moved to 4D around 2013. I didn't want to worry about air conditioning and power all the time, so with having our main rack in 4D Surrey, I don't have to worry about cooling if it's hot at the weekend.

Why did you choose 4D?

Investigating other data centre operators, I felt like my company wouldn't matter to them. Yet, at 4D, though we may not be a large client, we do feel like we matter to you.

Also, I wanted to work with data centre owners, but a lot of people who say they own a data centre, in reality, do not. With 4D, I can come in and talk to someone I know if there is a problem. The security of knowing that I can get help when I need it from any level of seniority is very important to me.

What would you say to someone else embarking on the journey of finding a colocation provider?

I would recommend that they come to 4D. Even if location is not ideal for them, I would still say to come here and look at their sites. Location is important to me, but it's also everything else: it's the staff, the ability to meet people and discuss things here, the emails and regular contact they have with you; it shows someone is there and cares about the business.

I always invite our clients to come to the data centre, to take them to see the servers that their data will sit on.

> "
>
> Keeping the data location a secret seems silly to me; I am proud to be able to say where the data is and how secure it is.
>
> **Chris Morgan, Data Liberation**

How is the ongoing service?

I am happy as long as I don't have to phone you. If I phone you, there's a problem – so that's why you rarely hear from me!

Before Data Liberation came to 4D we were worried about the environment our servers were in – for instance, power, lighting, air conditioning. Now we have peace of mind that we know our servers are well looked after.

About 4D

4D Data Centres is an independently owned, award-winning managed infrastructure provider with facilities in Gatwick, Surrey, Kent and London. Our colocation, cloud, connectivity and security services are tailored to your exact business requirements giving you peace of mind that your data is secure and accessible 24/7/365.

You can see more about our services at **www.4d-dc.com** or call us on **020 3962 0399**