



How SIRE improved their efficiency by hosting their cloud infrastructure in a 24/7 fully supported data centre

SIRE are award-winning specialists in tailored cloud solutions. Since 1993, they have been providing businesses with enterprise IT solutions through a combination of hardware, software, consultancy and support.

Website: www.sire.co.uk

Industry: IT Support

Company size: 11-50 employees

Ownership: Privately Held

Location: Crowthorne, Berkshire

4D services provided

Colocation & Connectivity



I have seen many data centres and 4D showed an attention to detail which SIRE could see in the infrastructure.

Russell Cook, SIRE Technology

We caught up with Russell Cook, Managing Director at SIRE Technology, to hear his first-hand experiences of working with 4D to host SIRE’s new cloud infrastructure.

In a nutshell, what does SIRE do?

SIRE Technology provides tailored cloud solutions, complete with a business continuity plan to corporations of all sizes.

Is 4D your first supplier of colocation services?

We have been hosting since 1997 and have seen many data centres emerge and change over time. We have always taken complete racks, and never collocated in anything smaller due to security and having more control. Up to now, we have populated several data centres around the UK and moved out of two.



Why do you need colocation services?

SIRE has always specialised in protecting data. Today, we operate a multi-tenant cloud that we and our customers use to build virtual solutions. What we don’t do is provide power, cooling and internet connectivity - this is where we rely on data centres who are specialists in this area.

Why did you move into 4D?

SIRE required a new data centre to provide our third iteration cloud infrastructure. When visiting several data centres in the UK, we found that 4D offered everything we required. By using IBM technology in our solution, we were able to minimise our own carbon footprint, aligning our ethos with 4D’s.

What was the installation experience like?

Initially we built a new cloud infrastructure, so we had plenty of testing and checks before any clients were migrated and taken live. We did lift and shift a client who was “in a flood area” at their old location, fortunately long before the rain at the beginning of the year.



When our engineers have been on site, the 4D staff have always been very helpful, while also being able to provide any tools and accessories when required. This level of support has made a significant difference to our business operations.

Russell Cook, SIRE Technology

What advice would you give to other businesses looking for a colocation provider?

- 1 Draw up a list of possible providers
- 2 Do your research about their unique selling points
- 3 Work out what is important to you, e.g. accreditations
- 4 Ask questions, ask to see the certificates for accreditations
- 5 Visit the data centres
- 6 Meet the data centre’s team to work out if the site offers the right level of security for you
- 7 Be clear about the levels of support offered and make sure you are comfortable with the technical staff’s ability to help with your systems

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