

Media release

For immediate release

NEW BRISBANE DATA CENTRE EASES SHORTAGE

Brisbane, Australia: Monday 28 April - A chronic shortage of data centre space is putting corporate Australia on red alert. Australian systems availability company, Interactive, has proactively addressed the shortage by recently opening a new eight million dollar state-of-the-art data centre and recovery facility 15 kilometres from the Brisbane CBD, in the heart of the Eight Mile Plains Technology Park.

The 750 square metre data centre offers customers the highest level of site availability and security; it also operates from a separate power grid to the CBD, ensuring customers are unaffected by city-based outages.

Two years in the making the result, according to Interactive's Managing Director Christopher Ride, is a cutting edge facility that sets a new standard in the region. "Our new facility at Eight Mile Plains is one of the best data-centre operations available in Queensland – perfectly positioned in one of the best technology parks in Australia," Ride said. "Quality data-centre space is like gold at the moment and Interactive has responded to customer demand by building a leading-edge facility to support them."

With rising power consumption costs, *Gartner* estimates that half the world's data centres will face an acute power shortage by the end of 2008ⁱ, making the need for green IT strategies imperative. Interactive's new Queensland facility incorporates many of the latest green technologies developed. The Brisbane data centre is one of four Interactive data centres currently operational in Australia. Interactive's latest venture is an additional Melbourne 4,500m² office and data centre complex which will be fully operational in August 2008.

Ride commented the new Brisbane data centre would increase Interactive's ability to provide a comprehensive systems availability solution to its customers. "In conjunction with our other data centres located in Sydney and Melbourne, we are well positioned to provide the most comprehensive data solutions available, whether it be hosting, outsourcing, disaster recovery and office recovery," he said.

-ends-

Media enquiries:

Caroline Siler
Keep Left PR
03 9510 3910 / 0402 046 826
caroline@keepleftpr.com.au

Kate Babic
Keep Left PR
03 9510 3910 / 0432 546 274
kate@keepleftpr.com.au

About Interactive

Established in 1988, Interactive is one of Australia's leading IT service providers. The company's primary focus is systems availability and its team of more than 190 dedicated service staff deliver national coverage. Interactive is the supplier of choice for critical Hardware Maintenance, Outsourcing and Disaster Recovery services for more than 1,050 of Australia's most successful corporations. Its reputation for excellence is built on best-practice methodologies and customer focus. Interactive is 100% Australian-owned with annual revenues of \$53 million and holds current Government Endorsed Supplier status.

ⁱ *Gartner Inc. Press Release, November 28, 2006.*