



World Bank takes infrastructure consolidation savings to the bank

Platform transparency and visibility drives cost and time efficiencies

The World Bank is a non-profit organization, international financial institution that works with the United Nations and International Monetary Fund to provide capital to help impoverished countries improve their infrastructure, agriculture, and health and education systems. It also assists countries during national crises, including COVID-19. Funded by 189 member countries, the organization needs a highly efficient, secure data center infrastructure to optimize its IT environment so more of its resources can be dedicated to reducing poverty and building prosperity across the globe.

Outsourcing lowers costs and allows IT team to focus on mission-critical initiatives

Flexible environment meets changing needs and enriches partnership

Real-time digital platform supports data center transparency to improve capacity planning and strengthen security

Self-service provisioning to clouds as workloads dictate, on-demand

Too much data center space strains resources

The World Bank's core mission is to create sustainable solutions that support developing countries. With more than 130 offices worldwide, including its Washington, D.C. headquarters, the organization needs to run a lean and efficient operation. However, it's leased and aging 50,000 square foot building with 10,000 square feet of production data center which housed its primary production site, was challenging this commitment. As the only tenant in this facility, the World Bank was also responsible for managing and maintaining the environment.

With its lease nearing its end and the facility scheduled for some expensive infrastructure improvements, the World Bank decided to consolidate its space in a best-of-breed colocation facility in the Ashburn, Virginia area.

The not-for-profit began an extensive search to find a colocation provider who could offer a financially and operationally viable solution. This solution included a modern infrastructure with 4,000 square feet of continuous data center space, tight perimeter security and a strong customer base from the same industry.

"We're not a data center company," said Frank Butler, Senior Data Center Project Officer at the World Bank. "It wasn't within our interests to manage the core infrastructure of data centers."

The World Bank also wanted a robust telecommunications network within the facility that could provide multiple, diverse connectivity options. *"We wanted a data center that could bring that to the table initially," said Butler. "If we needed a new circuit, we didn't want to have to go out to market to get it. We wanted our colo provider to already have that partnership established."*





Consolidating data center space in a modern, secure facility

After touring QTS' 427,000 square-foot Ashburn-Broderick mega data center and meeting with QTS leadership, the World Bank chose to collocate its primary production site with QTS. This major consolidation provided the organization with the 4,000 square feet of continuous data hall it required as well as 1,500 square feet of office space and 2,000 square feet of storage space to support its on-site team.

The facility also provided some extra perks for the bank's staff, including a conferencing area, canteen space and onsite gym. "QTS offered some of the best data center amenities I've seen," noted Butler. "These are things we didn't specifically lay out in the RFP, but they're nice for our technicians who are there late at night or on the weekends. It means a lot to me and my staff to have them."

QTS also delivers the security essential to the financial organization. The campus' perimeter is secured with K12-rated security fencing and its single entrance point is gated to control access. Fixed and pan-tilt zoom cameras also monitor the property and its entry points, and onsite security guards are available 24/7. For further assurance, biometric and iris scanners are required to enter the data halls further secure assets and support compliance obligations.

To effectively conduct business, the World Bank needs uninterrupted connections to a variety of partners and financial entities, including the Federal Reserve and the Society for Worldwide Interbank Financial Telecommunications (SWIFT). With nine on-net carriers, two diverse points of entry for fiber entering the building and multiple diverse paths to the local carrier hotel, QTS' Ashburn-Broderick facility delivers the redundant connectivity options to address the organization's connectivity requirements.

SDP delivers real-time, on-demand visibility into data center environment

QTS' Service Delivery Platform (SDP) also provides a new level of efficiency for the bank. The real-time management and optimization software-defined platform provides visibility into the World Bank's data center environment. The User Management app allows Butler and his team to view in real-time who is in the data center and the details of temporary visitor access. The World Bank exports reports detailing data center activity to satisfy compliance obligations. This enables Butler to authenticate access and continue to bolster security.

The Power Analytics app enables the World Bank to view and manage its power consumption in real time and create power draw reports on demand. "Having real-time insight into how we are using the power within our space is huge," explained Butler. "It's critical in our capacity planning and space allocation efforts. SDP gives us the information we need to optimize our environment."

SDP also enables the World Bank to self-provision to the top three clouds in minutes. Its Switchboard solution provides easy access to public clouds, allowing the networking team to provision virtual connections to AWS, Azure and Google clouds as new workloads develop.

Looking for an invested partner and culture fit

While this is all essential for effective operations, the World Bank places particular importance on the people and culture of its partners. "What was important to me and the team during the vetting process was the people on the site—the sales, engineering and operations teams," said Butler. "We wanted to get a good feel for them. Do we feel comfortable with them? How transparent are they? Do we feel like they are acting in our best interest? That was one of the final consideration factors in choosing QTS."

Another consideration was QTS' commitment to sustainability as this is an important tenet of the bank's global mission. "Data centers are typically not the greenest facilities," said Butler. "But, if they're engineered properly, they can be very efficient."

QTS is also committed to sustainability, pledging to reduce its carbon footprint and continually support the clean energy industry. Its green efforts include procuring 100% of its power from renewable sources by 2025, conserving at least 10 million gallons of water annually and recycling 90% of its operational waste by 2025. Additionally, its Ashburn-Broderick facility is LEED-certified and features an onsite rainwater collection system, has electronic vehicle charging stations available, and utilizes free cooling.



Data center transparency and visibility drives cost and time efficiencies

The World Bank's major consolidation and migration to QTS Ashburn-Broderick right-sized its environment, consolidating its data center footprint from 50,000 square feet to 4,000. This provides a significant cost savings over its previous fixed-cost arrangement as the organization now only pays for the space and power it uses. The World Bank also has flexibility built into its contract to allow it to reduce its physical footprint, if necessary, to further reduce costs.

This efficiency also extends to its manpower. Without the need to maintain the data center, the World Bank's IT team can spend more time supporting the organization's key IT needs.

SDP also enables substantial time savings through both its power analytics and ticketing capabilities. The ability to quickly access power use metrics—without having to put in a request or refer to historical reports—provides real-time information that is not available from other data center providers.

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Frank Butler, Senior Data Center Project Officer, World Bank

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Frank Butler, Senior Data Center Project Officer, World Bank

SDP's online ticketing process provides further efficiency and flexibility by allowing the World Bank's network operations center (NOC) and other authorized internal users to create tickets.

"Having our NOC perform a lot of the ticketing functionality saves me and my team a good bit of time," noted Butler. *"We can rely on our NOC to be the first point of contact to the platform. That way I'm not a bottleneck."*

Flexibility also plays a large role in the success of the partnership. During the COVID-19 crisis, QTS worked with the World Bank to ensure the safety of its onsite staff. *"QTS' flexibility and responsiveness to our concerns made the technicians and my staff feel better during an unsettling time."* said Butler.

As the World Bank continues to optimize and consolidate its environment, it looks to QTS to continue to communicate to further build and strengthen the relationship. For the World Bank, this means being treated as not only a customer, but as a partner.

"QTS changed some construction times to accommodate our schedule," explained Butler. *"The fact that they've been able to do this says a lot about the partnership. Treating customers like partners, and not just as clients, is important to us. We want to grow and expand with QTS."*

Visit our site to learn more about [QTS colocation](#) or [SDP solutions](#).

About QTS

QTS Realty Trust, Inc. (NYSE: QTS) is a leading provider of data center solutions across a diverse footprint spanning more than 7 million square feet of owned mega scale data center space within North America and Europe. Through its software-defined technology platform, QTS is able to deliver secure, compliant infrastructure solutions, robust connectivity and premium customer service to leading hyperscale technology companies, enterprises, and government entities. Visit QTS at www.qtsdatacenters.com, call toll-free 877.QTS.DATA or follow on Twitter @DataCenters_QTS.