

The Luxembourg opportunity for your business

Luxembourg is widely known as one of the world's most important financial centers. Some might also be aware of Luxembourg's strong historic ties with the development of Europe's media landscape.



Often referred to as the "tiny green heart of Europe", whose capital with the remains of a fortress and picturesque relicts of a thrilling past is recognized as a world-heritage site by UNESCO, Luxembourg is admired by travelers and connoisseurs around the globe.

All this contributes to a large extent to Luxembourg's top position as a business and touristic hot spot. But there is more worth knowing about Luxembourg. These new advantages may be less picturesque, less visible at first sight, and still rather an insider's tip. Let us therefore complete the picture - let us add an outstanding connectivity with very low latency rates, let us add ultra-high bandwidth business zones and let us add one of the best datacenter parks in Europe, to the already very attractive business framework Luxembourg successfully developed over the years.

Even if Luxembourg is not yet as known for its ICT sector as it is, for instance, for its financial sector, this recent development doesn't come as a surprise at all. As a matter of fact, surrounded by the major Internet centers of London, Frankfurt, Amsterdam and Paris, this small country has recognized its strategic location. In order to take advantage of it, Luxembourg is consistently investing in its ICT infrastructure.

Whilst international connectivity from and to Luxembourg was relatively restricted some five years ago, a number of significant initiatives, both government-backed and private, have been developed and implemented since 2005. The fruit of these initiatives is that today, there are more than 10 different high capacity routes

(with multiple 3.5 Tbps networks) connecting Luxembourg directly to the major Internet exchanges and datacenters in Continental Europe and the United Kingdom. At the same time, ICT investments in Luxembourg have been facilitated by laying dark fiber internally across Luxembourg and making this widely available to operators, integrators and hosting companies. As broadband becomes a universal service in Europe, Luxembourg is clearly determined to position itself as the European leader with regard to ultra-high bandwidth. How else can we interpret the Government's plan to provide a quarter of the population access to download speeds of 1 Gbps and an upload speed of 500 Mbps by 2013 and then gradually rolling this access out all over the country? All these elements have helped boost Luxembourg's datacenter market, already historically of a very high standard due to the requirements of the financial and media sector who rely upon an uninterruptible supply of the very highest (Tier IV) standards.

It is true that Luxembourg started building its ICT infrastructure later than London, Amsterdam or Frankfurt. Today however, Luxembourg (with a surface of 999 square miles and only a 500,000 inhabitants) has some 17 datacenters in operation, totaling an impressive 337,459 ft² (31,352 m²) of IT rooms. It has thus positioned itself as a leading European datacenter marketplace, surpassing cities like Stockholm or Brussels with regards to shared IT Rooms. Half of them are of Tier IV design and the other ones are all of Tier III+, III and Tier II design. Advanced power supply systems are fairly common in Luxembourg, as you can find ultra high density racks (10-40

kW) and UPS systems 2*(N+1). 8 of these 17 datacenters were built after 2005, which explains why the Luxembourg infrastructure looks and feels so fresh and new.

The Luxembourg datacenter market is booming, and two additional datacenters are in the construction pipeline over the next two years. While the first one will be of Tier IV design, the other one will be of multi-Tier design, adding a further 101,181 ft² (9,400 m²) of shared IT rooms and thus boosting Luxembourg's total capacity to 438,640 ft² (40,751 m²) by the end of 2012.

A glance at the world map shows that Luxembourg is located in the middle of the "golden circle", right in the center of all major European metropolises. Although, historically speaking, Luxembourg's economic strength lies in its reputation as a financial center, the driving forces for the tremendous datacenter growth are multiple: there's the very market-oriented legal environment in which ICT companies can operate, a cheap international and local connectivity and, last but not least, the very low latency values to the main datacenters and Internet exchange points in Europe. In Luxembourg, electrical energy prices for datacenters are cheaper than in London, Amsterdam or Frankfurt. Some of Luxembourg's datacenters have opted for metered PUE, whereas others are offering very low PUE estimations (up to 1,5). The new datacenters, which are planned, are even targeting an estimated PUE as low as 1,35. Luxembourg is also fully signed up to the "green" philosophy, with several of its datacenters being powered by a 100% green energy supply and some companies considering datacenters as ecosystems. The latest driver of the booming Luxembourg market is LU-CIX, the Luxembourg Commercial Internet Exchange, popped at several Luxembourg datacenters. LU-CIX became operational quite recently and is positioning itself as the smart alternative to the established major Internet Exchanges in Europe.

ICT in Luxembourg is symbolic for the best possible connectivity, modern highest quality standards, security and customer-friendly services, providing companies with an exceptional base for doing business in Europe. ■



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