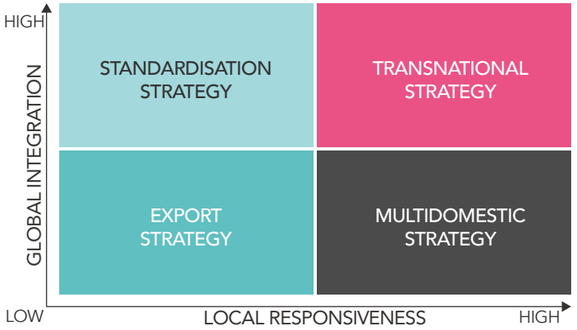
CASE STUDY

DATA CENTRES: A GLOBAL HYPER-SCALE PRODUCT PLATFORM STRATEGY

PROJECT OVERVIEW

Akerlof was engaged by a leading data centre developer to devise a platform strategy for the creation of a global hyper-scale product. The project's ambition was to leverage efficiencies and economies of scale across a global footprint, whilst respecting local needs, requirements and specifications to create an optimum solution that is faster, better and greener.



WHAT WE DID

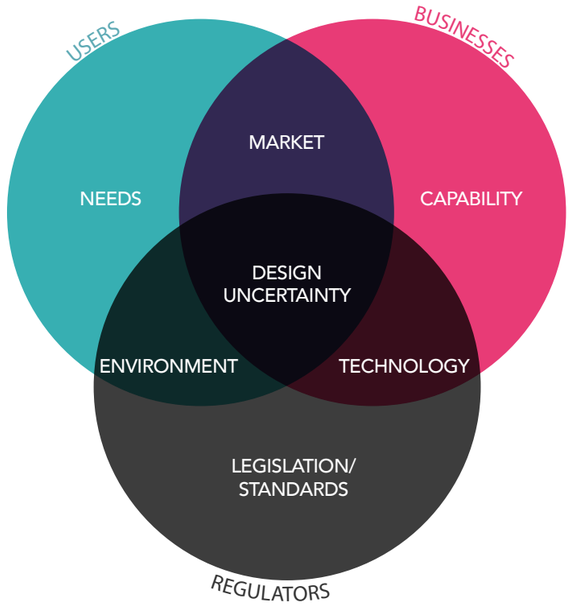
Collaborating closely with key stakeholders, we shaped a product-based vision and developed a platform strategy that was aligned with business goals. Driving a business shift in focus towards product lifecycle, we worked in partnership with a design team to create a platform DfMA solution, capable of deployment at scale.

Balancing the efficiencies of standardisation against local and customer-specific needs, we provided programme, logistics, procurement and cost advice, to evaluate and optimise solutions.

Our work not only provided a proof-of-concept demonstrator that underscored the potential benefits of a product-based approach but also flagged early on the cultural and organisational challenges that needed to be addressed to realise these benefits internationally. By highlighting both opportunities and challenges, we empowered our client to make data-informed decisions about their investment in product development, helping them mitigate risks prior to committing substantial expenditure.

THE IMPACT

- Strategic business alignment with a platform DfMA solution that is globally scalable, and that leverages both local needs and customer-specific requirements
- Early recognition of cultural and organisational change required for international success
- Data insights for effective risk mitigation and informed decision making in product development



GET IN TOUCH

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