

What is a smart city?



By Steve Hone, CEO, Data Centre Alliance

THERE ARE almost as many definitions for a smart city as there are vendors selling smart city solutions, these range from IoT (Internet of Things) connected devices to active traffic management and all points in between. To me, a smart city is exactly that, a smart city. So what does a smart city actually mean?

Essentially a smart city is a central command and control system, it needs to be able to access all systems and more importantly interact with those systems in a sensible safe manner. A truly smart city is where its infrastructure, power, water, gas and communications networks links to its buildings, transport systems, supply chain and logistics for the benefit of the users (you and me) and to reduce the use of resources used across the entire cityscape by its citizens.

Ideally, everything and everybody (yes us) would be identifiable and visible to a network of control and monitoring systems that assist us in navigating our daily lives.

Take an average person, who works in the city. He/she is connected via his smart device (normally a phone). As they leave home and climb into their electric smart car, the best route to their place of work is calculated. On route an accident blocks his optimum route the system knows this, and changes the route (a bit like a sat navigation system), this route will take marginally longer, so the smart device automatically updates their

colleagues/boss that they will be slightly delayed. On arrival at work they swipe their access card through the turnstiles, the building system fires up their work station, turns on the pc, and tells the coffee machine to start brewing their latte, just the way they like it.

While at work, having already selected what they fancy for dinner, the fridge at home has already taken an inventory of its contents and based on what's missing and needed has placed an order via an online supermarket for what he will need to make his evening meal based on the best deals of the day. When leaving the office they notify the central system that they are heading home. The system tracks their progress, starts running a bath and preheating the oven based on his real time ETA.

Fact or fiction?

Well although this may all sound like a back to the future movie, almost everything described above is actually available today, the problem is it is made up of a network of separate systems acting completely independent from each other. There appears to be very little interconnection or communication between these systems, so currently I'd say that we have a few hurdles to overcome before the above vision become a reality of everyday life.

So what does this mean for the world of data centres? Well, one things for sure an effective

smart city involved a massive amount of number crunching and to handle that we need to have the right infrastructure in the right places to handle it. There has been much talk lately about a move to the edge.

Some large technology companies now experimenting with local "edge" data centres and there is plenty of companies that are prepared to assist in the "move to the edge" So, what is the edge? Well in the data centre world "edge" in effect is a network of smaller data centres that we would classed as T1/2, i.e. no resilience, no backup generators and probably no cooling.

These pods, which are very similar to mobile phone towers, operate in the local environment and over time they will become as ubiquitous as those green boxes you see at road junctions, which control the traffic signals. They will be connected via fibre or mobile phones systems to the other edge data centres in their cells, users will be simultaneously connected to two or more cells as a minimum, and local data processing will take place there real time rather than being routed back to the traditional larger DC facilities we have now.

Why is this better? well the answer is simple "service delivery speed", for example - unless you want your smart car to crash into someone else we need to make damn sure it's able to react and respond faster than you can!



The use of colocation and cloud based services is now common place, however Ironically it was not that long ago that every organisation had a little server room chugging away under the stairs, (some still do), I think with the edge computing solution, which is largely driven by the need to process local/smart city information in near or actual real time to ensure it delivers what we want, we may well be seeing the start of a return to small server hubs/buildings or rooms, although this time around they

will use renewable energy, reuse any heat and be energy optimised, they will be hot swappable, and they will be self-healing. In summary- There is no doubt that we are moving ever closer to the IOT/smart city vision and I am sure we will all benefit from the advantages it will bring, however to realise this vision we first need to make sure we have the right infrastructure in the right place and more importantly the network in place to support it, this I fear is currently the weak link in the chain due to the

sheer amount of data a truly smart city will generate.

I would like to thank all the DCA Trade Association members who have contributed to this month's DCA journal this a special thanks to John Booth from Carbon3IT for helping me with this forward.

If you would like to submit an article in the next edition then please contact Kelly Edmond at: kellye@datacentrealliance.org

Energy connectivity in smart cities



For close to 150 years energy has been seen as a necessary cost burden with limited control over its use. But there is a growing demand from energy users to take more control of their energy. The result? An opportunity for competitive advantage and a new era for energy supply. By Russell Park, Customer Solutions Manager for British Gas Business

AS EARLY AS 1868 the first hydro-electric power station was designed and built by Lord Armstrong at Craggside, England. It used water from lakes on his estate to power Siemens dynamos. The electricity supplied power to lights, heating, produced hot water, ran an elevator as well as labour-saving devices and farm buildings.

Then in 1882 the first public power station, the Edison Electric Light Station, was built in London. This supplied electricity to premises in the area that could be reached through the culverts of the viaduct without digging up the road, which was then a monopoly of the gas companies.

In the same year in New York, the Pearl Street Station was established also by Edison to provide electric lighting in the lower Manhattan Island area.

Earlier this year Jorge Pikunic - MD of Centrica's recently created Distributed Energy and Power business - referred to these pioneering ventures when he talked about some much more recent innovations in energy, 'the internet of things' and smart cities at the World Summit on Innovation & Entrepreneurship at the United Nations in New York.

He spoke about current trends in energy, a critical component in the operation of Data Centres, and how energy services



providers are responding to the trends that are fundamentally changing energy as we know it.

The first trend is the growth of renewable energy. Statistics published by the UK Government this summer showed that a quarter of the country's electricity was generated from renewables last year – an increase of 29% on 2014. Nearly half of this (48%) came from wind power alone with renewable energy sources overall outstripping coal-fired generation for the first time.

Second, is that people's attitudes towards energy are subsequently changing. Suppliers now accept that their customers want choice and more control. It's no longer enough to simply offer the cheapest tariff. The third, and perhaps the biggest contributor to change, is the availability and sophistication of new technology.

Electricity storage as just one example is poised to become an established and affordable technology. The price of lithium-ion batteries fell by 53% between 2012 and 2015 with Tesla investing \$5bn in the world's largest factory, or 'Gigafactory' which is claimed will produce over half a million batteries each year. Their expectation is that costs will fall further still to bring prices per kWh of energy storage down to under \$100 by 2020. Pikunic also highlighted the importance of changes in digital technology and data analytics as the 'internet of things' looks set to have a fundamental impact on the way we do business. It's estimated that the world will have 50 billion connected devices by 2020 and this will be reflected in our energy systems.

A survey of UK businesses late last year showed that around half had started to work on a strategy but were struggling to finish it. Big data and analytics can be the first step in

the journey for many as a tool to give them visibility into their operations by analysing energy usage.

For example, using non-invasive wireless sensor technology coupled with cloud-based analytics, Centrica's Panoramic Power solution brings consumers all the data they need to identify maintenance, operations and energy opportunities across their business footprint. The first action that customers typically choose to take is the installation of energy efficiency measures with potential savings in the region of up to 15%, maybe even more, off their bills.

But it needn't stop there. Customers can also use this digital insight to create operational efficiencies and even predict equipment failures before they happen. The system works by learning usage patterns for any device such as lighting, HVAC systems and production lines, which it then uses to understand and monitor device sequencing, detect anomalies and automatically generate

operational insights. Digital technology is also opening up the opportunity for businesses to harness the flexibility of their assets, using demand side response to unlock the hidden value of their assets through new revenue streams.

Energy users can become small energy generators in their own right by hooking them up to Energy Control Centres with trading experts working to get value from them, turning assets down or off for short periods of time with no impact on their operations. The aim is to save money by reducing 'use of system' charges while selling the flexibility of their assets to the relevant markets and dispatching them in the same way that they would dispatch a power station.

The potential benefits of this approach are wide-ranging with smart energy management helping customers to save, or even make money, while taking the strain off conventional centralised generation plants and an increasingly shaky electricity grid.

Quite simply, the three trends of renewables, changing consumer attitudes, and accessibility of technology mean that the days of the passive consumer are gone. It also means that the location of energy – where energy is generated and managed – is changing. Energy will be generated closer to the point of consumption, and suppliers are seeing the emergence of local energy systems and micro-grids.

When asked what the internet of things means for energy, Pikunic finished with this: "It's the democratisation of energy. From a handful of players today to tens of thousands of large energy users and millions of households and small companies - all playing their part in the future of energy." Not too dissimilar to Lord Armstrong's idea nearly 150 years ago.

Russell Park is Customer Solutions Manager for British Gas Business. To get in touch or find out more, go to: www.centrica.com/takecontrol

'Smartcities, Big Data, Cloud & IoT'



By Nicholas Jeffery, Director of Data Centre Solutions Group, CBRE

THE "SMART CITY" might sound like an idea from the future, but that future is now, in fact, many key capabilities already exist today. Remote building environmental controls, traffic mapping apps, automated parking systems – a wide range of smart technologies are up and running in municipalities around the world.

Technological hurdles remain, of course, but one of the main challenges of smart city development is not so much the creation

of new technology, but the better implementation and integration of those currently in use. It's a matter of connecting the individual silos that already exist, using the example of my morning commute into work to illustrate the challenge.

For my drive into London, I might use a smartphone app like Waze, a community-based traffic and navigation system that plots the most efficient route based on real-time traffic data generated by its users. Then, upon entering central London, I'll pay the city's congestion charge and then make way to my office where I'll search for a parking space. With better integration, however, my smartphone app might move from picking the best route to then helping me find parking once I neared my office.

The application could tell me "Nicholas, the best car parking space that has space left is not the one you usually go to, please allow me to direct you to another one". And when I get to that space, it is already reserved for me, and when I drive in the camera recognizes my car and it tags me as arriving at 9:15 in the morning, when I leave it tags me on the way out and bills me.

Additionally, the congestion charge system might not only assess the charge but also gather information on where and when I entered the zone and at what point and when I left it, allowing city traffic flow managers to better understand the migration of traffic through the capital.



Central to all this is the ability to handle, coordinate, and analyse the vast quantities of data a well-integrated smart city would generate. People are expecting devices like autonomous vehicles and their refrigerators and home security systems and mobile devices to all be connected. And that means connecting and processing the vast amounts of data these devices produce in meaningful ways that lead to meaningful improvements in quality of life.

My team at CBRE sees data centre as being the beating heart of a smart city. Because without a robust and reliable data centre (regardless if it is in the cloud or not), you can't collect, analyse, store and archive all of the data you are gathering from a smart city or the IOT devices. I see it like the Vitruvian man where the brain is the IOT device making all the intelligent decisions, the veins are the wireless and wireline access lines pumping data around the city to the extremities like the fingers and toes. As we know the network has to be strong otherwise the city/body will experience poor circulation / packet loss to the remote buildings such as utilities and remote offices.

My colleagues and I have begun presenting this notion of "data centres as being a big part of a smart city" to leaders of municipalities around the world and have received an enormous response.

Additionally, CBRE has gathered into one group resources addressing the full range of smart city needs, ranging from smart building technologies to labour force analytics. The company is also building strategic alliances with firms that have needed know-how in other areas key to smart city development, like mass transit, for instance.

And while it might at first seem curious that a real estate firm would take such a central role in smart city development—as opposed to, for instance, a Silicon Valley tech stalwart—it makes sense once you consider the fact that much of the data essential to a smart city's operations is generated in real estate.

From smart parking to transportation to green and automated office space to the locations of the municipal data centres themselves, real estate is central to the very notion of a smart city.

Optimising the data centre to meet the increasing demands of the Cloud and the Internet of Things (IoT)



Understanding the role of new thermal management strategies and intelligent technologies. By Luca Rozzoni, European Business Development Manager, Chatsworth Products Inc. (CPI)

NEW DEMANDS around cloud computing, big data and infrastructure efficiency mean that the data centre is currently undergoing a massive period of change. This is being driven by more users and more data, combined with more reliance on the infrastructure that make up the data centre. With private cloud technologies and the evolution of the Internet of Things (IoT), working with the right data centre optimisation technologies to ensure an uninterrupted service of the highest quality has never been more important.

Identify where resources are currently allocated and how they can best be optimised

Data centre managers need to understand how to better control their resources, align with the business and create greater levels of efficiency that can keep up with modern business demands. Data centre operators have to be more proactive than ever, reshaping their strategies to allow for greater capacity and expansion across the various areas of the IT infrastructure. It's vital to identify where resources are currently allocated and how they can best be optimised. New thermal management strategies and intelligent technologies have



the potential to play a key role in achieving this. Additionally, data centre administrators have to face other concerns such as operating and upgrading costs, redundancy and uptime. And in parallel to this growing demand, there are energy efficiency targets that must be met to address current environmental laws.

To successfully sustain higher power densities in the data centre, it is crucial to define the power requirements and monitor power use. Resource needs will fluctuate so it's important not to be limited by architecture

that specifies limited power capabilities. Data centres need to be looking for technologies that allow for Tier IV operation, as they present no potential points of failure around redundant systems. Like power, cooling is also critical to keep operations running efficiently. Cooling energy inefficiencies in the data centre can be caused by: poor separation of hot and cold air, causing loss of cooling effectiveness; air leaking through cabinets, allowing hot air circulation back into equipment inlets instead of flowing back into the CRAC units; and airflow obstructions that constrict cooling airflow. New kinds of cooling and energy efficiency technologies can help organisations achieve the coveted LEED certification/ BREEAM Certification, which is one of the most reputable efficiency marks a facility can obtain today.

As rack heat densities approach and increase above 5kW, cooling optimisation technologies are able to offer methods such as containment systems, cabinets with enhanced sealing features and energy-efficient computer room layouts. Ensure airflow is well controlled. New types of aisle containment systems address thermal management, improving data centre operational efficiency and

reclaiming lost power. It's critical to ensure that airflow is well controlled and that hot/cold aisle containment is in place. Aisle containment provides physical separation of cold and hot exhaust air by enclosing the hot or cold aisle or ducting hot air away from cabinets with "chimneys" that facilitate a cool air supply to equipment air intakes at the desired, uniform temperature.

Hot aisle containment or ducted cabinets provide similar results. In airflow management, the separation of hot and cold air within the server room is the first critical step to maximising cooling system efficiency. Once airflows are separated, there is a wide range of adjustments to cooling systems that reduce operating cost and increase efficiencies. A successful airflow management also increases "free cooling" hours. Optimising the data centre not only helps an organisation regain control over valuable resources, it helps to plan for the future. The data centre will continue to evolve and expand and new technologies will affect how you deploy resources, optimise workloads and even integrate cloud computing. A best practice approach will ensure the data centre runs more efficiently both now and into the future.

To achieve this, it is vital to consider several key areas. The first is to address airflow management, separating hot and cold air within your equipment rooms to boost cold air running through equipment. Secondly, you also need to remove constraints around critical airflow design, opening the door

to higher power and heat densities. High-density data centres feature robust airflow management design and practices where the cabinets function as a complete isolation barrier between supply and return air. Tracking rack conditions and environmental variables is also vital. Keeping track of environment variables will help create a more efficient rack design. Some servers generate more heat, while others may need more power. By seeing what system is taking up which resources, administrators can better position their environment for optimal use.

Monitor both power and cooling

The monitoring of both power and cooling are also an essential part of an overall best practice approach. It's imperative to always monitor the power consumption rates of your environment and look for ways to save on power based on requirements. Also, as space becomes a concern, consider the adoption of systems that can support space-conscious upgrade cycles and equipment capable of higher heat/power densities while still using the same space.

Cooling monitoring can be outlined as part of a Service Level Agreement (SLA). Alternatively, an organisation can monitor cooling manually. New kinds of cooling systems can help support cloud systems, new levels of convergence and a quickly evolving business model. Monitoring uptime and status reports is also essential, regularly checking individual system uptime reports and keeping an eye on the status of various systems. Having an aggregate report will

help administrators better understand how their environment is performing and enable managers to make efficiency modifications.

Finally, it is worth considering budgeting for new airflow and HVAC optimisation systems. For example, with the ducted exhaust system, every bit of cold air produced by the HVAC system has to go through a server. The only path between supply air and return air is one of heat transfer through a server, so there is no waste. There is no bypass or need for the overprovisioning that is required in standard hot aisle/cold aisle data centres (normally 200/300%).

Take data centre infrastructure to a new level
To have an optimally running data centre that can support technologies such as convergence and cloud computing, your organisation will have to take data centre infrastructure to a new level. New kinds of cooling technologies and power systems combined with a carefully planned best practice approach aim to create an even healthier data centre ecosystem capable of evolving with the Internet of Things and new, emerging trends.

Further information on the best practices outlined in this article can be found in 'Data Centre Optimisation: A Guide to Creating Better Efficiency and Improving Rack Heat Density in Air Cooled Facilities', a new white paper by Chatsworth Products Inc. For a copy, please visit:
<http://pages.chatsworth.com/data-center-optimization-whitepaper0816.html>

A digital revolution - a more connected world



By Dr Richard Govier, Technical Director, Socomec UK

THE RELENTLESS increase in the demand for energy is a major driver of change in the current energy landscape. Combined with the gradual depletion of fossil fuels and the increasing emphasis on the reduction of greenhouse gas emissions, the large scale integration of solar and other renewable energy sources into electrical grids – especially low voltage networks – is becoming increasingly important across the entire energy industry.

These energy sources are, however, inherently unpredictable in their nature. Balancing renewable energy sources with variable demand is a key benefit of smart grid developments, which monitor and control generation and demand in real time, using the latest smart metering and monitoring technology. The level of detail and accuracy of information available via a smart grid supports more targeted carbon reduction initiatives and investments, enabling the Government and

other bodies to more effectively deploy resource.

As well as supporting the transition towards a low carbon world, smart grids create an opportunity to re-dress the balance within the energy ecosystem, enabling consumers to play a more active role than ever before. Furthermore, this transition will bring increased energy security through more granular levels of monitoring and control. The most advanced digital technologies can monitor and link communities that are generating their own electricity – encouraging more responsible energy usage and enabling entire districts to become self-sufficient in terms of managing supply and demand.
Smart monitoring – take control
The transformation of the energy sector represents a significant opportunity for every district to take control of its energy supply and demand, enhancing an area's natural assets and optimising

production and usage across cities and entire districts. Of particular importance, are the savings that can be realised via the implementation of a smart grid – for both individuals and organisation. In order to maximise potential savings, it is vital to start with the accurate measurement and monitoring of consumption. By analysing accurate, real time data – and introducing optimisation scenarios – it is possible to make substantial gains across multiple points of consumption. With smart monitoring being a key enabler of the smart grid, the latest intelligent energy solutions for buildings, networks and districts will not only minimise consumer bills but will enable increased consumer and community participation. The most advanced smart monitoring systems provide businesses with the unsurpassed accuracy in terms of their unique usage – enabling suppliers to offer tariffs that more accurately reflect usage and reward businesses and consumers for using energy at off-peak, lower cost times – or even generating energy at peak times.

According to Ofgem's Smart Grid Vision, it is estimated that by 2050, smart grids will reduce the cost of additional distribution reinforcement needed to accommodate the connection of low carbon technologies such as solar PV by between £2.5bn and £12bn – representing a 20 – 30 % cost reduction. By more efficiently using network assets and reducing the need to invest in costly infrastructure, the cost passed through to the consumer is reduced. The Government report, citing the Ernst and Young report for SmartGrid GB also predicts wider economic benefits, estimating that the development of smart grids could lead to approximately £13bn of Gross Value Added between now and 2050 if sufficient investment is made. In addition, the release of existing network capacity would enable faster, cheaper connections for generators and business customers, enabling network operators to make better use of existing assets.

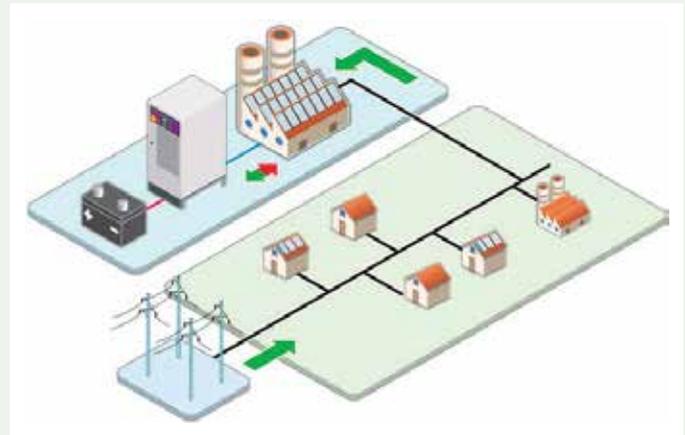
Guaranteed supply

The large scale integration of decentralized renewable energy sources into electrical grids at a localised level is a key step in bringing the distribution of renewable energy production closer to consumers. With pioneering pilot sites across Europe, including Nice Grid, smart grids will revolutionise the way that we generate and use energy, and will ultimately change that way that we live and work – developing cleaner energy sources and showing us all how to consume more effectively.

What is the Nice Grid Project?

Nice Grid is the first smart solar neighbourhood in Europe and acts as a technology showcase and pilot site for smart and environmentally sustainable grid operation and management; truly disruptive in terms of technology, it enables the islanding of an entire district. The global targets to reduce harmful emissions associated with the production of electrical power require a massive integration of renewable energy into our electricity networks. In order to support this significant integration – whilst also maintaining the quality of the networks – intelligent, decentralised systems are required to intermittently store the energy produced and to regulate distribution according to demand.

With over 45 years' expertise in energy conversion plus experience in electrical distribution and photovoltaic technology, the Nice Grid project was a natural fit for integrated power specialist Socomec. Colin Dean, Managing Director, Socomec UK, explains; "The aim of Nice Grid is to demonstrate that the local management of variable energy flow is achievable via efficient energy storage solutions. Having recognised this opportunity, the engineering teams at Socomec have drawn on the group's half century of expertise in



energy conversion to develop modular energy storage converters – SUNSYS –with a capacity of 33kW to MW (33kW to 100 kW per unit, to put in parallel). These dual-function storage converters enable the photovoltaic energy available during the day to be stored in cyclic batteries, then converted and fed back into the network as usable AC current that is injected into the grid. We call this bi-directional conversion – the capability to manage energy supply to meet demand. Furthermore, these bi-directional storage converters can be programmed to operate according to a charging and discharging profile, set in advance by the energy utility provider."

An energy revolution

A low voltage network is subject to constant fluctuations in solar energy production, resulting in voltage variations. Introducing control via the energy storage converters - using specific control algorithms – mitigates against these fluctuations. The converters are managed at district level via power management systems in order to continuously optimise the electricity supply. By controlling and enhancing the production of solar energy – combined with a reduction in consumption via the continuous monitoring of buildings and industry – it is possible to create a predominantly renewable energy mix. Nice Grid provides storage solutions within the low voltage electrical networks at district level – as well as 'islanding'. The 'islanding' means that an area can be electrically self-sufficient for up to four hours in case of incidents or congestion within the main network.

Socomec's SUNSYS PCS2 power conversion and storage system will feed the public low-voltage network by maintaining the two key parameters, voltage and frequency, without rotating machinery. The customer can be supplied with electricity produced and managed – electronically. A real revolution, Nice Grid allows the technology at our disposal today to be used for the collective benefit of consumers.

Tomorrow's world?

Energy storage is an essential component of tomorrow's smart electrical grids. For these innovative solutions to be deployed more widely, it is crucial that they are economically viable. Legislative change is essential to allow the implementation of storage solutions on the network, to define recovery mechanisms for all services provided and to permit the operation of the energy storage system by public and private operators. This evolution of our electrical networks will deliver a guaranteed energy supply to every domestic user and business - a priority for regional energy companies and Government bodies. Whilst there are significant short term benefits associated with smart grids, the most significant gains will be realised if the key enablers of smart grids – including smart monitoring technology – are invested in today.

Data - are you working yours the smart way?



By Sarah Whelan, Director, Find New Business

SMARTER DATA management and development benefits all, especially the people you want to reach, the sales people being asked to produce sales, the marketing people who are tasked with reaching the correct target organisations and the business managers and owners looking for new clients to work with!

Bringing buyers and sellers together intelligently in the Datacentre sector...

The best or most appropriate leads are often the hardest to find and even more difficult to reach. If they're not hidden among hundreds of unqualified details, prospects are protected by well-trained PA's who can often prevent legitimate callers getting through. What if a new supplier could introduce a new product or service that could lower costs and bring about business enhancing solutions but couldn't get through?

In business, far too much time is still spent chasing lukewarm or cold prospects – i.e. people who really don't want your product or service and probably never will (sound familiar?). The days of buying a poorly targeted databases or attending events hoping the right person will turn up on your stand and picking random names and numbers from directories on the off-chance they might need what you're selling are long gone – hoorah!

Some leads are better than others. Just ask any sales person. But from the hundreds/thousands of potential leads given to them how do they know when one lead will be a great prospect and when another will be a total waste of time. That's where lead profiling and scoring comes into its own.

BIG DATA - Modern marketing databases can be huge. Depending on what tools you're using, you probably have all sorts of information on leads including events attended, enquiries made, visited, emails opened, videos watched to name just a few. That's more information than anyone can manually sort through. In fact, sales team are probably wasting a lot of time chasing (or bothering) prospects that are never going to buy. Why? Because you don't know exactly who you are targeting, what they need, or why they buy.

Lead profiling and scoring is a way of measuring and then ranking your leads based on who they are and what they do. It's a bit like a game of snakes and ladders. There are certain moves which will accelerate someone forward quickly and others than can push them towards the back of the queue. Lead profiling and scoring creates an official definition of a high-value lead versus a low-value lead based on historical performance and conversion rates of past leads with similar characteristics. If you are not being smart (think smart cities), you will be wasting your time and money, missing out on opportunities with a higher chance of becoming closed-won deals.

All marketing departments really wants is for sales to work hard on every single lead that is handed to them. They've spent a lot of time and money generating those leads and they don't want that investment to be wasted or ignored. With a mutually agreed upon lead profile and score, any marketer can be confident that sales is immediately chasing the hottest leads first and putting in effort where

it counts. These top-scoring leads should fit your company's profile of an ideal customer based on historical performance. For sales persons, lead scoring makes their job much more effective. Creating a standard criteria for leads helps them differentiate between an incredibly valuable lead that needs to be worked hard, and a so-called lead that they shouldn't pursue at all. This means that when a sales person comes in to work and faces a queue of leads, they won't give up in despair. Instead of feeling overwhelmed and overworked, they can simply sort the leads top down by score, making it simple for them to do their job and do it well.

Lead profiling and scoring doesn't just makes sales and marketing teams work better; it makes the two teams work better together. A clearly outlined lead scoring system stops some of the most common issues between sales and marketing about the quality of leads. Lead profiling and scoring is the key to sales and marketing alignment, because it helps define the best leads using data and objective analysis. It should be a major part of your service-level agreement, specifically outlining how leads are worked, what lead score is acceptable, and why. Most importantly our valuable prospects get the headspace needed to choose the right product or service, whether it's a brand new technology or just find a more reliable supplier that might actually bring them hero status in their organisation along with great business benefits!

Here is one of the strategic success stories:

Dear DCA,
I wanted to tell you about our success working with one of the DCA's strategic lead generation partners 'Find New Business' in assisting us with our growth plans by producing qualified appointments for our new business team to sell to.

Working with Find New Business has been an eye opener! The FNB team have helped us to really focus on our ideal client, in other words who would we most like to be doing business with that we are not at the moment. They immediately from day one started to generate qualified appointments led by their industry sector specialist telemarketing team. This team is extremely well trained both by their own internal managers but also by the DCA with training on the industry sector which means they understand the data centre sector making them sector expert telemarketers that are not available anywhere else in the UK.

In particular the success we have had has included appointments with brand new clients, we have renewed relationships with some of our lapsed clients that they targeted for us and we have a healthy sales pipeline already for our racking and storage solutions and our latest innovation the micro data centre. Well done on the strategic thinking DCA on this one and keep them coming as this has made a significant difference to our growth already.

Jeremy Hartley, Dataracks