SERVERFARM GROWING AMSTERDAM'S AI ECOSYSTEM

DATA CENTER OPERATOR SERVERFARM ADDRESSES THE PLANS OF THEIR AMS1 DATA CENTER IN AMSTERDAM.

Vai Potnis, VP Development,
Serverfarm, EMEA

Q: Why is Serverfarm in Amsterdam?
Vai Potnis (VP): "When Serverfarm acquired AMS1 in 2019, it was clear that Hyperscale, AI and SaaS customer demand would be underserved. AMS1 fills a significant gap in available capacity in the core of the City for the hyper connected workloads."

Q: What are the benefits for customers locating in Amsterdam?
VP: "Amsterdam is continental Europe's fixed connectivity hub and has incredible 5G. The city is a magnet for tech. We modernized AMS1 to serve demand with suitable, high density, and highly connected capacity."

Q: Was AMS1 impacted when Amsterdam imposed a moratorium on DC development?
VP: "Sustainable development is core to Serverfarm. Extending AMS1 capacity using methods within the Amsterdam Government's policy guard rails in response to sustainability, power security and environmental concerns of citizens was a natural progression."

Q: Describe Serverfarm as a business?
VP: "We're highly customer focused. From hyperscale core to sustainable edge, we add value by understanding each customer's very specific capacity needs."

Q: What happens inside the AMS1 data center?
VP: "A culture of dedication to excellence by highly committed engineering experts with many decades of experience. Like many data centers, from the outside AMS1 may not be the world's most beautiful building. But in terms of location and what's inside, the beauty of AMS1 is in the M+E future proof design, the cooling solutions, power topology, modern equipment, flexible operation and secured clean power. And the people of course."

"YOU MUST ACQUIRE THE BEST KNOWLEDGE FIRST, AND WITHOUT DELAY"

- ERASMUS

Serverfarm AMS1 Data Center - Points of Difference
- Centrally located in the city, inside the A10 and just 3km from Station Centraal.
- Ideal location for needs of model building and applied AI workloads. AMS1 provides low latency benefits to Serverfarm's AI/SaaS customers (and their customers) through edge proximity with hyperscale capacity.
- M+E design is future proofed for emerging AI.
- Liquid direct cooling/immersion cooling ready.
- Densification benefits for deployment at scale – greater cooling performance results in greater IT capacity.
- Suitable for large scale deployments (2MW).
- Capex benefit at start of engagement.
- Secure, stable + sustainable utility feeds. AMS1's secured power means available megawatts can be quickly dedicated to customer IT workloads without additional strain on the power grid.
- 99.99 resilience as standard matches the pairing, uptime, and customer SLA requirements of SaaS and AI.
- Secure routing over fast fiber connectivity north to Nordics – south to Paris – east and south to Frankfurt – West to London and trans-Atlantic.
- Permanent on-site highly experienced engineering expertise.
- Early engagement with design and deployment experts (access to technical expertise).
- The benefit of an NVIDIA DGX certified data center in the heart of Amsterdam.

What customers can expect from Serverfarm AMS1
Through its sustainable infrastructure, AMS1 is leading the way for environmentally responsible AI platform and SaaS deployments aligned with the Netherlands' ambitious goals for green energy and carbon neutrality. From multi-megawatts for large cloud to accommodating SaaS scale ups or AI unicorns, Serverfarm's AMS1 data centers supports companies at every growth stage.

With AMS1's flexible colocation options, SaaS companies can scale their deployments seamlessly. AI and SaaS platform providers can expect bespoke services, tailored sustainable power and cooling along with clear capacity expansion roadmaps to match specific workload needs.

Security
24/7/365 onsite security guards, CCTV monitoring and ISO 27001, PCI DSS and SOC 2 (Type 1 & 2) compliance.

Power
Already secured power means available megawatts can be quickly dedicated to customer IT workloads.

Cooling
AMS1 includes liquid cooling options that reduce energy consumption while increasing efficiency for AI-driven and compute-heavy environments.

Connectivity
AMS1 is connected to both AMS-IX and NL-IX internet exchanges.

Operations Management
Serverfarm's InCommand DMaaS cloud platform provides trusted data to manage day to day operations and inform strategic planning challenges.
Monitoring and management of every physical asset within the data center with complete visibility across shell infrastructure, power topologies, all electrical / mechanical equipment and components including server placement, CPU/GPU configuration, connection, capacity planning, hybrid, air and liquid cooling.

Sustainable Growth
The recent AMS1 expansion was specifically designed to meet the demands of modern AI applications and high-performance computing (HPC). AI and SaaS companies expanding in Europe require the secure, sustainable, and scalable data center capacity that Serverfarm's AMS1 data center provides for pairing and EU data sovereignty.