SmartHub Data Centers
Fujairah

SmartHub DC is located as a centrepiece over the cable landing station in the Middle East supported by the diverse ecosystem of interconnected communities and offering connectivity to a populous of over 2 billion people with a latency of just 30 milliseconds to help businesses capitalise on the capital.
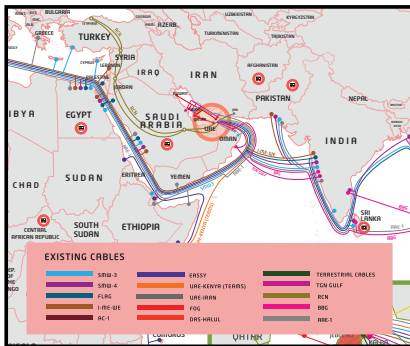
The United Arab Emirates is a major business hub in the MENA region ranked 1st for business environment regionally and 22nd globally, as well as being one of best in telecom infrastructure worldwide.

The Carrier & Wholesale division of e& offers Tier I network and robust infrastructure including international terrestrial connectivity and submarine, connecting all the data centers in the country.

The UAE and specifically Fujairah, is ranked as the biggest location for landing submarines in the Middle East. SmartHub Datacenters complement the e& telecoms infrastructure.

Join one of the best-connected Tier III datacenter in the Middle East - SmartHub Fujairah

SmartHub Fujairah is a uniquely located Middle East campus with a 22,000 square foot white-space-area purpose-built carrier-grade data centre. It is the only colocation campus in the Middle East supported by several route-independent carriers that offer direct access to multiple independent subsea cable systems interconnecting the Middle East, Europe, the United States, Asia and Africa. It offers connectivity to a populous of over 2 billion people with a latency of just 30 milliseconds to help businesses capitalise on the capital.

Join the leading and unbeatable datacenter locations in the Middle East, strategically positioned over the biggest ICT cable-landing gateway. Have confidence with state-ofthe-art resilience and security built to exacting standards for unbeatable availability and performance. SmartHub is designed to address the growing demand for colocation, cloud, disaster recovery services in the region.

Access more than 60 connectivity providers, including major carriers and content providers and thriving communities that span every sector from financial services to digital cloud platforms, which include voice carriers, mobile, and satellite services.

If your business wants to connect, exchange and transform, choose SmartHub

Innovators interconnect at SmartHub

Enhance competitiveness with the right infrastructure, in the right place. Built on the top of the biggest cable landing gateway, SmartHub Fujairah - acknowledged as 'The Carrier Hotel' has successfully evolved and has been recognized as one of the best innovations, winning many industries accolades. It is an ICT bridge between continents, thus giving you the physical proximity to minimise latency and deliver outstanding end-user performance by slashing the time it takes engineers to access and maintain your business-critical infrastructure.

While other data centres may offer an attractive postcode, few can match SmartHub's wealth of interconnection opportunities - including direct access to major cloud platform and Carrier communities, IP network and the Middle East's largest Internet Exchange. SmartHub is well equipped to cover the wide spectrum of vertical segmentation such as gaming providers to mobile, voice, and satellite operators. SmartHub campus hosts a diverse range of businesses, making it easy to interconnect with industry peers, partners and suppliers to drive differentiation and find competitive advantage in today's crowded digital marketplace.

SmartHub is a proven model to help build your perfect business platform. It is a highly connected data centre that will enable you to meet the requirements of today and make you future-ready to capitalise on the full potential of tomorrow.

Accelerate your business drivers with SmartHub Datacenters

- To resolve power, space and cooling issues affecting service availability
- For reduced IT infrastructure operating costs
- To implement a 'Green IT' roadmap
- To be regulatory compliant
- To minimise risk and focus on core business
- To implement critical business applications requiring stringent availability and security

Interconnect to minimise networking costs and improve performance. Achieve the ideal environment for your business today and tomorrow to build the ideal cloud environment.

Choose **SmartHub**
The proven model

- Edge network
- Ideal location with robust infrastructure
- Recognised by the industry as Best Connectivity platform in the Middle East with 24/7 building management systems
- Carrier neutral
- VAS and automation
    - DCIM automation – power
    - SmartHub online portal
- Managed services
- Advanced professional services for non-standard designs

Edge network

Ideal location

Best connectivity platform

Advanced professional services

SmartHub specifications

Power

- N+N power redundancy with diversity
- 6MW diversified power grid supply into the building
- Backup power generator: N+N configuration with 24-hours of backup fuel and 24/7 call-back contract for refuelling
- Diesel generator backup with a 40,000 litre underground diesel tank
- Flexible power and cooling to support 5Kw per-rack
- Power monitoring up to rack level

Cooling

- CRAC configuration: N+N redundancy
- Air-cooled chiller: N+N redundancy
- CRACs are operated at N+1 configuration on full loads
- CRACs are protected with redundant power feeds
- Dual chiller pump redundancy
- Supply air temperature control 24 degrees +/- 2 degrees Celsius
- Humidity controlled at 55% +/- 10%
- Raised floor height 800mm

Fire suppression

- Individual fire detection zones with smoke detectors
- Early detection system apparatus system in place
- Pre-action sprinkler system and FM200 gas suppression
- Smoke and heat detection sensors
- 2-hour fire-rated doors and partitions

Security

- Visitor registration at guardhouse with prior approved access clearance
- Contactless card access systems installed in various locations to prevent unauthorised access
- 24/7 closed-circuit television (CCTV) monitoring system with digital recording
- 24/7 on-site security guards
- Door access control system

SmartHub specifications

Connectivity

- Tier I network provider
- Carrier-neutral
- Local and international network presence
- IP transit
- Diverse lead-in pipes into the building
- Two diverse fibre points of entry to site
- Multiple Meet-Me Rooms (MMRs) for redundancy

Colocation infra

- White space area – 22,000 sq. foot
- Accomodates – 495 racks
- IT power – 2.5MW

Certifications and standards

- Tier III datacenter
- ISAE 3402 Type II certified
- BCMS – ISO 22301:2012
- ISO/IEC 27001:2013 standards

Services@ SmartHub

- All datacenter services under one roof
- Capacity and transmission
- Mobile carrier services including IPX
- Ethernet services
- Peering options with Etisalat IP/IX platforms to leverage cost and availability of services
- Satellite services

About Us

Committed towards extending the reach to the subscribers by acting as a catalyst for innovation and ensuring agility in all its solutions, Carrier & Wholesale division of e& is globally acclaimed as a Best Wholesale Provider many times in a row.

We

- Operate with the vision of "driving the Digital Future to empower societies"

- Offer comprehensive global solutions for wholesalers and OTTs worldwide (Mobile, Data, Voice, and Satellite)

- Are the **No 1 Telecoms Portfolio Brand** in the MENA region*

- Exceed $14 Billion telecoms portfolio brand value*

- Are **TOP 3** strongest Telecoms Brand globally*

Connecting with us means a service provider can support its universal communication essentials and access the incomparable Tier I network reach.

(Brand Finance Global 500 Report 2023)