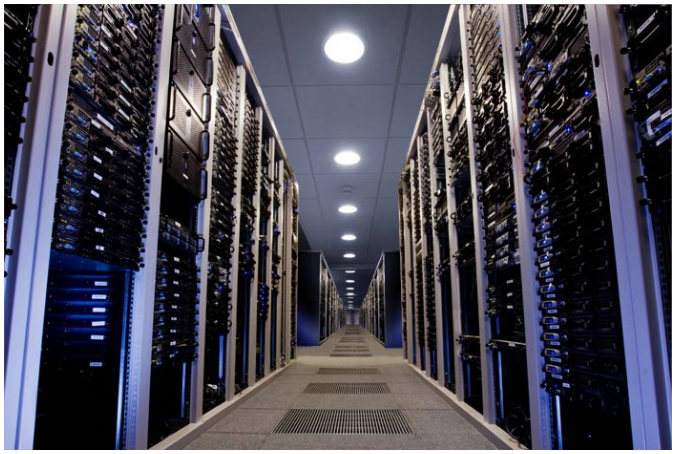
Over 80% of 205 European businesses taking part in Digital Reality Trust's annual industry survey plan to expand their data centre infrastructure during 2011.

The survey says 82% of participants will either "definitely" or "probably" expand their facilities in 2011-- while 50% plan to expand in 2 or more locations.



From the organisations planning to expand their data centres in 2011, 73% plan to do so within Europe, with the majority within their own country. The UK is the most popular location (with 30% preference), with France (30%), Germany (26%), Spain (21%) and the Netherlands (21%) following.

Within these the most popular locations include London, Paris, Dublin, Amsterdam and Frankfurt-- capital cities and recognised business hubs.

Power capacities per rack increase by an average of 9% in 2010, with average power density reaching 5.5kW per rack while 43% of organisations use more than 6kW per rack-- showing there's still some way to go for improvement in terms of power efficiency.

Survey participants are also not interested in building their own centres-- 76% will either be using a partner during the design and construction process or lease a partner's wholesale space (or both). "One-size-fits-all" belongs to history, as the biggest factor in choosing a partner is "a greater choice of products".

Only 30% consider the DIY approach as an option.

In conclusion? The European data centre market is about to enter a cycle of robust growth according to Digital Reality Trust, with solutions providers playing an integral role in its support.

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