

# IX·PRESS

Official IXcellerate Newsletter

N° 7

Dear customers and partners,

Year 2021 kicked off with the exciting news! Last month we [started developing](#) a new 14-hectare (34 acres) site in the south of Moscow. Its acquisition and construction have become the biggest investment in our 10 years business in Russia.



The ecosystem of the new campus, IXcellerate Moscow South, will unite several data centers with a total power capacity of 200 MW. The initial 1200 racks are scheduled for commissioning in the second half of 2021. Our northern campus in Altufievo is also expanding: a new data center IXcellerate Moscow Three with a capacity of 2000 racks will be launched in early 2022. During the construction of the new facilities, we plan to use the best-in-class energy efficiency and engineering solutions, including green technologies.

We see a growing demand for our services and are ready to meet it. I am confident that with your support and trust our data centres will provide unlimited opportunities for Russian business digitalization.

**KONSTANTIN BORMAN,**  
Managing director, IXcellerate

## IXcellerate team: new appointments



[Anastasia Neumann](#), Sales Director is responsible for the sales strategy and growing revenue at IXcellerate. She leads the team of sales and channel for the Company's data center and peering businesses.

Anastasia has a 10-year record in sales in financial markets, as well as a broad work experience with financial institutions, government, corporations and academy institutions.



[Alexander Tsyplyakov](#), Chief Financial Officer is a top executive with over 20 years of experience in Corporate Finance, M&A deals and Finance Management. As IXcellerate CFO, he oversees the corporate finance department as the company ushers into its next growth stage with the ever-ambitious goals and projects.

Alexander is named among Top-100 CFOs in Russia according to "Kommersant" Media House".

**We wish Anastasia and Alexander success in their new roles bringing IXcellerate to the next stage of development!**

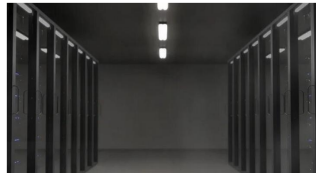
## Market insights

### Russian data center market 2021: demand exceeds supply

Рынок ЦОД 2021: спрос превышает предложение



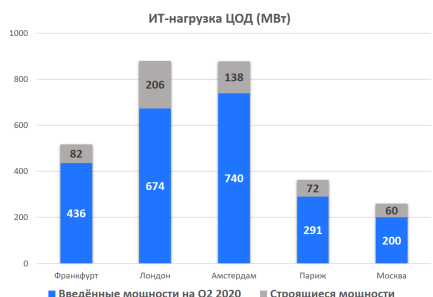
20 November 2021, 20:25 • 4201



The 2020 lockdown, which had a negative impact on almost all industries, stimulated an increase in demand for data center and cloud services. At the end of the year, the capacity of the Russian data center market increased by 13.2% and reached 49.9 thousand rack spaces. However, despite the positive dynamics, there is still a high shortage of capacity. In order to deliver projects on time, data center customers will have to book racks in advance.

**Konstantin Borman**, Managing Director of IXcellerate: "Today, many companies that need large installations have to wait, and this slows down their development. In this situation some big players are postponing their launch plans for six months. Free space in the high (Tier III) fault-tolerant segment is now very limited."

[Read more in Russian](#)



## EMEA data center market – Q3 2020 overview

Knight Frank in partnership with DC Byte released the report, reflecting the dynamics of EMEA (Europe, Middle East, Africa) data center market in Q3 2020. Based on this study, Moscow belongs to the top-5 data center markets in Europe in terms of live capacity among pure commercial operators (excluding hyperscalers' own sites).

EMEA market dynamics represent the growing demand for cloud services in various countries, which is the main driver of infrastructure growth, but price largely governs market activity. Colocation remains the preferred option.

[Read more](#)

## Thought leadership



### "We will see big changes in the data center market in 2022"

Guy Willner, founder and CEO of IXcellerate, talks to Joao Marques Lima, JSA's European media consultant, about company's newest expansion, Russian data center market trends, as well as rise of Special Purpose Acquisition Companies (SPACs) and their impact on the tech space.

Watch the full thing [here](#)

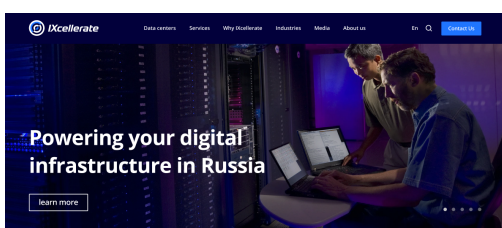


### The Elephant and the Mammoth – IXcellerate CEO story about Russia and Kenya

Kenya and Russia are a strange mix but that's what spices up our lives. I've spent over 20 years building teams that build the Internet in many different places, learning all the way about how the lives of people from different cultures and histories intertwine whilst keeping connected with their roots.

[Read more](#)

## IXcellerate new brand identity



**IXcellerate — your digital gateway to the largest Internet market in Europe**

IXcellerate is a leading operator of commercial data centers and a home for hypercloud in Russia. One of the Top-3 providers. IXcellerate offers on-demand colocation solutions to address individual infrastructure requirements.

This year we are celebrating a decade of doing business in Russia. Our business is growing rapidly and the company has moved to a new level. It has prompted us to take a fresh look at our brand.

**Dina Nurkaeva**, Chief Marketing Officer, IXcellerate:

*"While working on IXcellerate brand identity we aimed to retain the continuity and recognition of the old logo making it simpler and more emotive. The brand communications and key messages continue to reflect IXcellerate values established 10 years ago. The new visual strategy allows for expert positioning both in offline formats as well as enabling ongoing communication with our target audiences in the digital field."*

**Our values:**

- Progress and innovation
- Reliability
- Customer focus
- Continuous growth and development
- Transparency and Business ethics



## Welcoming new resident of Eurasia Peering IX - OKKO!

**Okko** - is one of the largest Russian video-on-demand online services, the second in terms of audience and revenue. The monthly audience is 2.8 million people. Okko's multimedia service includes an online cinema, as well as Okko Sports and Okko Entertainment.



# CSR and Charity: IXcellerate 2021 programs

Helping those in need and doing what we can to protect the environment is a part of our corporate culture DNA. As we continue to uphold this tradition in 2021, we will bring our efforts to the next level by implementing cutting-edge green technologies into the infrastructure of our new facilities.

[Read more](#)



One of the projects actively supported by IXcellerate every year is the environmental campaign to collect waste paper from Moscow offices, which started on March 1, 2021. Jointly with 500 other participants from all over Russia, we collect waste paper and donate it to SAVE THE TREE project for further recycling.

You are welcome to join us!

[Read more](#)

---

If you want to contact us for more information or ask questions, please email us at [info@ixcellerate.ru](mailto:info@ixcellerate.ru)

Yours,  
IXcellerate team

---

Connect with us

