NEXTDC

Partner
Onboarding Guide

Welcome

Dear Partner

I am pleased to welcome you to NEXTDC's Partner Program and our partner ecosystem.

From the day NEXTDC opened its doors 14 years ago, we dedicated ourselves to a "partner-first" philosophy. That's why we don't treat our partners as peripheral to our business; they are at its very core.

Our Partner Program is a platform designed to help you leverage our relationship and grow your business. To help you do this, our Partner Pack includes pointers on how to maximise the value of the partnership.

Perhaps you want to build a product or service in one data centre? Extend your services across Australia? Or to expand your suite of solutions by adding colocation to your value stack? Whatever your objectives, we offer the hands-on support and flexibility to turn your vision into reality.

We know that it can be difficult choosing where even to start when you join a partner program. So, I recommend that you first take the time to set up your NEXTDC Partner Hub profile to represent the products and services you offer. (You may also wish to search for other partners in the NEXTDC ecosystem that can provide additional value to your organisation and the services you offer to your customers).

Again, a very warm welcome to NEXTDC. We appreciate your partnership and look forward to a long and successful relationship. If you need support at any time, please don't hesitate to contact your local Partner Account Manager, alternatively, reach out to me directly.

Regards,
Steve Martin | Head of Channel
steve.martin@nextdc.com

Getting started

We've designed our Partner Program to help you every step of the way, from sales to technical and everything in between. We know it's easy to get overwhelmed with the amount of information supplied when you sign up as a new partner (and that you just want to get going), so we've broken our Partner Pack down into four logical sections.

1 General onboarding

This section is your starting point. It includes an overview of our Partner Program and what's in it for you, how to access the NEXTDC Partner Hub, how (and why) to book a data centre tour, handy links to help you streamline your next steps, onboarding checklists, and contact details.

2 Sales

Everything to need to know to sell to your customers, including recognising pain points, and identifying the solutions that help resolve them. And of course how to register your opportunities, and more.
Our partner sales support includes:

- A dedicated Partner Account Manager (PAM)
- A Deal Registration Program (for Premier Partners)
- Attendance and support at joint customer meetings
- Access to our pre-sales and engineering expertise to design impressive customer-ready solutions
- Competitive margins and opportunities for annuity revenue
- Assistance with sales opportunity development and tender submissions
- The preparation and delivery of executive briefing sessions
- Sales enablement and workshops
- Pipeline acceleration planning and management

3 Marketing

Here's where you will find the content, collateral, and graphics you need to position and promote yourself as a NEXTDC partner, from logos to social media tiles.
Our partner marketing support includes:

- Adding your NEXTDC Partner profile to our ecosystem to amplify your brand and solutions offering to our customers and other partners
- Allocating leads from the NEXTDC Partner Hub and other NEXTDC sales and marketing activities
- Providing you with access to marketing and sales resources, including collaborative support with prospecting, awareness, custom content, and demand generation activities
- Partner networking and collaboration opportunities
- Helping you leverage the strength of our brand

4 Technical

This is the nuts and bolts information you need to propose or build a solution for your customers.
Our partner technical support includes:

- Hosted tours and structured executive sessions at any of our facilities
- Help from NEXTDC's highly experienced data centre technicians to design and execute the solutions your customers need
- Engineering and technical design assistance
- Training opportunities for your resources

General onboarding

About the NEXTDC Partner Program

We are genuinely delighted that you have chosen to join our Partner Program. And naturally, we think you've made a great choice for the future of your business!

We've built NEXTDC around a partner-preferred model to provide your customers with outstanding digital solutions via our partner ecosystem. Our partner ethos is simple: our business is your business, and our goal is to drive a long-term trusted partnership.

Our Partner Program is designed to help you sell cloud, interconnection, and colocation solutions. As a valued partner, we want you to be successful and profitable by adding to the value you already offer your customers, and powering you up to attract still more business.

(And yes, this is a two-way street. If you succeed, so do we.)

So, our priority is ensuring that you have access to the people, tools, and resources at NEXTDC to help you grow your market share.

What have we done to make our program partner-first?

We think it's important that we pull our weight. If a partner program doesn't align with your needs, then it's not going to work out – for anyone. That's why we've designed our program based on what our partners have told us they need and expect from us.

We've focussed on:

✔ Establishing a best-fit environment to host and secure the services you offer your customers. This includes providing you with access to all the data centre expertise and services you need to support your ongoing requirements.

✔ Productising colocation to bolster your revenue stream, and further increase customer incumbency and stickiness. Our colocation solutions come with access to our experts, including sales and pre-sales people, engineers, and data centre technicians. We also have teams of experienced marketers to support your sales and marketing campaigns.

✔ Providing an open and collaborative partner marketplace. Here, you can actively seek opportunities to cross collaborate with others in the ecosystem, amplify your brand awareness within our data centres, and widen the value you offer your customers.

How will we help you grow?

Let's get to the nitty-gritty. Our objectives are to help you:

✔ Extend your service offerings

✔ Deliver a market-leading level of reliability, high availability, and resilience

✔ Increase your incumbency and stickiness in your customer accounts

✔ Enhance your sales and technical knowledge

✔ Access competitive pricing

✔ Drive end-to-end customer value

✔ Attract more business and extend your brand via our partner ecosystem
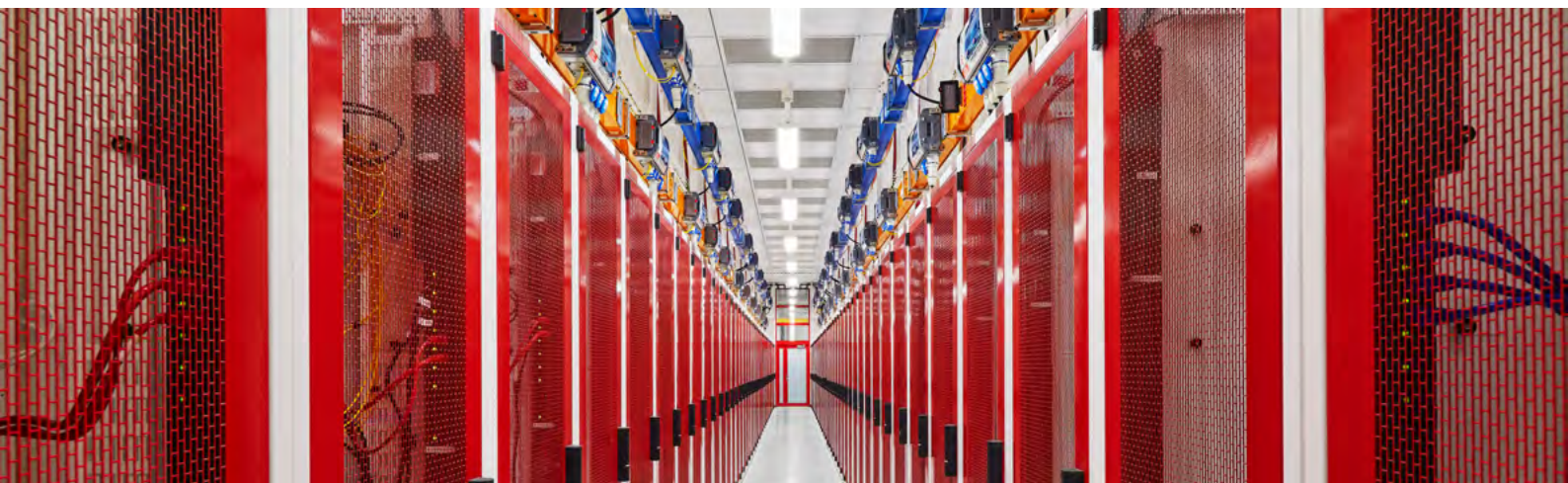
How do we make partnering easier?

We're all about making doing business with us less complex. **That's why our Partner Program includes:**

- ✔ One national contract
- ✔ One SLA
- ✔ One standard price list
- ✔ A deal registration program for Premier Partners
- ✔ Unlimited access to NEXTDC's engineering, pre-sales, and sales expertise
- ✔ Support for your prospecting/pipeline building activities
- ✔ No certification requirements to attain or maintain

Services and solutions you can count on

As a NEXTDC partner, you and your customers have access to our market-leading digital infrastructure. Through our infrastructure, you can unify your clouds, data, and workloads, and connect everyone, to everything, anywhere. Suddenly, you've got a lot more to offer to your customers and your target market.

Our services and solutions include:

- ✔ Enterprise-class data centre colocation solutions (full racks, quarter racks, custom suites)
- ✔ Carbon-neutral data centre solutions
- ✔ AXON Interconnection platform
- ✔ ONEDC infrastructure management platform

Now, about our data centres

Our world-class, nationwide data centres form Australia's largest cloud footprint. And as a NEXTDC partner, you not only have full access to our data centres, but global access via our partners. In signing up with us, you have become part of Australia's largest and most active digital services ecosystem.

Our data centre guarantee:

- ✔ 100% reliability and the highest levels of availability
- ✔ Support for high-density power and compute
- ✔ Sustainability with an industry-leading average PUE 1.3 vs the industry average of 2.9
- ✔ 24/7 security team and processes
- ✔ 24/7 customer assistance
- ✔ 24/7 automated access

Every NEXTDC data centre also offers meeting, staging, collaboration, and breakout spaces to support your sales initiatives.
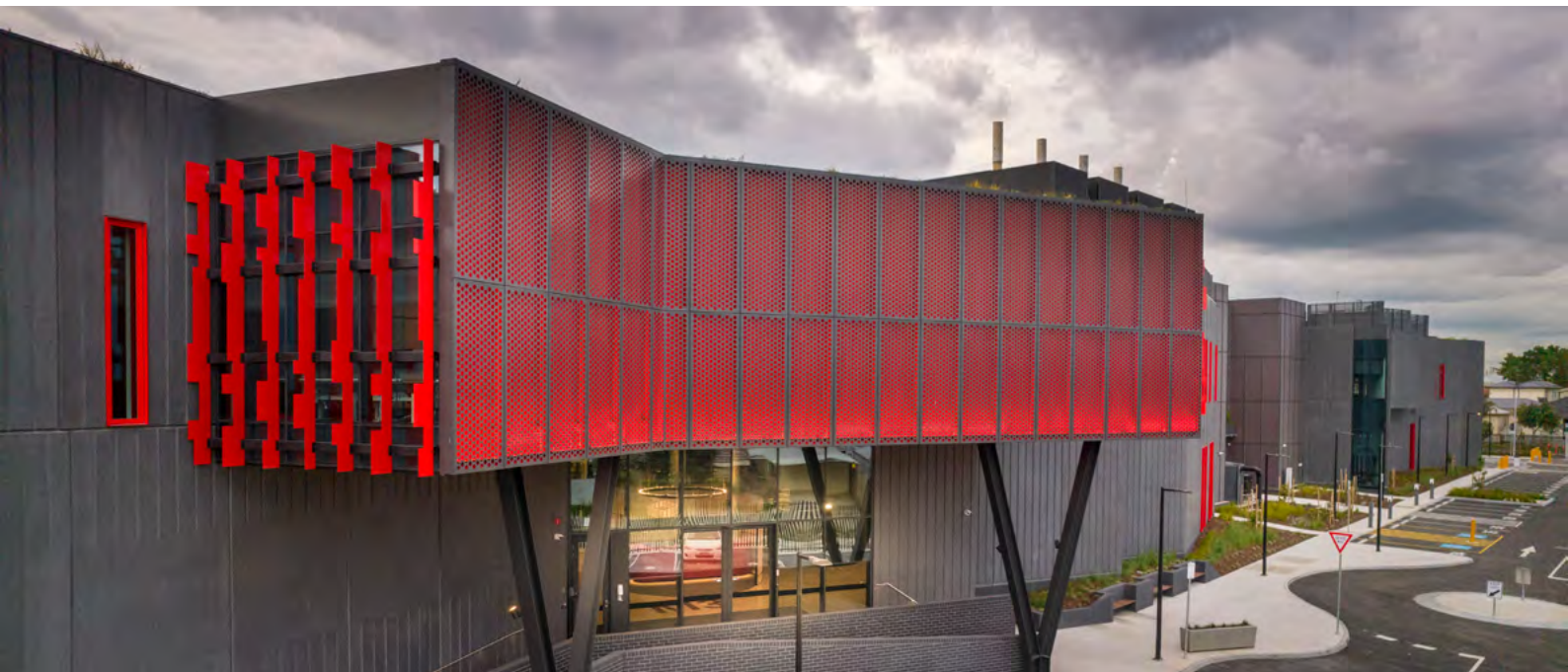
Welcome to the NEXTDC Partner Hub

Unlock the full potential of your business with NEXTDC! Explore our range of customisable sales and marketing resources, designed to boost your expertise and drive demand for our cutting-edge solutions.

How do you list your business on the NEXTDC Partner Hub?

Click here to log in to your NEXTDC Partner Hub and follow the prompts.

How to write your NEXTDC Partner Hub profile

The NEXTDC Partner Hub isn't designed to be a cut and paste from your website. Instead, your messaging should be targeted at the needs and interests of the customers and other partners who do business at NEXTDC.

What's important to the people who visit NEXTDC Partner Hub? How can you make your listing searchable and relevant?

Company description

This is the short description of your business that shows up when someone uses the search function in the NEXTDC Partner Hub and generates a search results page.

Your corporate overview

This is all about you! In this section, you can expand on your unique business value, key differentiators and selling points, and suggest how other partners in the ecosystem might work with you. Finally, don't forget to add a clear call to action.

Company services

This is your opportunity to describe the types of services your business offers via your presence in a NEXTDC facility. You can select from a list of services in your NEXTDC Partner Hub (choose just one or as many as appropriate) so that customers can find you in a search based on their requirements. You can update the list as you add more services.

Book a tour of a NEXTDC data centre

One of the most successful ways to progress sales opportunities, and demonstrate the capability and reliability of the solutions you are proposing, is to show - not tell.

That's why we invite you to bring your customers along for a facility tour.

Every tour is customised to enhance your sales strategy and support your sales process. We tailor the tour route and discussion points to address your customers' major objectives and priorities, and help you meet the outcomes you're chasing.

As you can imagine, running facilities that adhere to the highest global standards is a huge job, so we operate under a comprehensive set of security and access protocols.

To ensure that we deliver you and your customers a seamless and frictionless on-site experience, your Partner Account Manager will help you establish your goals and priorities upfront.

Why not host an executive briefing session and a customised tour?

To drive customer engagement, we recommend hosting an executive briefing session or a general information session in conjunction with a NEXTDC data centre tour.

Bring the team!

A NEXTDC data centre tour is also a great way to introduce and familiarise your internal teams with our facilities and solutions.

How to book

Simply contact your NEXTDC Partner Account Manager to book a tour at any of our data centres.

Parking

We have on-site parking available. However, our data centres can get busy, so please request a carpark for you and your customers at the same time you book your tour.

Quick start

Unsure what to do first?

Based on experience, we suggest you prioritise:

✔ Booking a data centre tour
✔ Setting up your NEXTDC Partner Hub profile
✔ Sending out a partnership press release!
✔ Follow NEXTDC on LinkedIn

Useful links

Are you looking for:

➔ Marketing support?
➔ Technical support?
➔ Contact details?
➔ NEXTDC Partner Hub setup?
➔ Deal registration?

Do you want to:

➔ Book a tour?
➔ Raise your first order?
➔ Find out how to sell data centre solutions?
➔ Connect to cloud platforms?

Your onboarding checklist

Congratulations on signing your Master Services Agreement (MSA)!

Your NEXTDC Partner Account Manager (PAM) will contact you to complete this checklist and guide you through the steps you need to take to maximise the benefits of our partnership.

What happens next?

1. Your PAM will schedule a 60-minute enablement and partnering session for your leadership, sales, and technical teams.

2. You'll need to create your NEXTDC Partner Hub profile. Once you've activated your first point of presence at NEXTDC, your business profile will be published externally in the NEXTDC Partner Hub.

3. Add "NEXTDC partner logo" to your website and marketing materials, and send out a press release to share your good news!

4. Take some time to familiarise yourself with NEXTDC's solution offerings – Data Centre solutions, Interconnection solutions, ONEDC, and Remote Hands.

NEXTDC contact details

Sales
sales@nextdc.com
13 NEXT

Customer Experience Centre
nxtops@nextdc.com
1300 NXT OPS

Marketing
partnerprogram@nextdc.com
07 3177 4777

Finance
accounts@nextdc.com
07 3177 4777

Sales

Welcome

Welcome onboard! We're really excited about partnering with you, helping you to help your customers, and to support you in building a long tail of opportunity from your new NEXTDC product stream.

As far as we're concerned, that's a win-win-win!

The sales support available to you as a NEXTDC partner is here to help you identify opportunities and turn them into sales. And everything in between. From providing tips on identifying customers' issues and challenges, to teaming up to write killer tender responses, presenting informative executive briefing sessions, and designing competitively priced customer-ready solutions. We will wheel in the right people every step of the way, to help you succeed.

Essentially, we become an extension of your sales and pre-sales teams. Our team are the best in the data centre business, and we encourage you to tap into our expertise to help you deliver best possible outcomes, every time.

Getting started

This section of the NEXTDC Partner Program equips you with everything you need to know to sell to your customers, including recognising pain points, identifying the solutions that will help resolve them. For Premier Partners, you will find information on how to register your opportunities, and much more.

Sales support available to you:

✔ A dedicated NEXTDC Partner Account Manager (PAM)

✔ Deal Registration (for Premier Partners)

✔ Access to our pre-sales and engineering expertise to design impressive customer-ready solutions

✔ Competitive margins and opportunities for annuity revenue

✔ Assistance with sales opportunity development and tender submissions

✔ Attendance and support at joint customer meetings

✔ The preparation and delivery of joint executive briefing sessions

✔ Sales enablement and workshops

✔ Pipeline acceleration planning and management

So, are you ready to get selling?

Quick start

Based on our experience, for a quick start out the gate, we recommend prioritising the below activities:

• Organise sales enablement for your sales and pre-sales teams

• Organise a planning session with your Partner Account Manager to identify target accounts, verticals, and opportunities we can immediately target together

• Work with our sales and marketing teams to update your sales resources and assets to incorporate a new unique sales proposition incorporating the data centre.

Once these first four steps are done, and if you're eager to explore what else we can do together please contact marketing@nextdc.com. We'll start by setting up a call, understanding what's important to you and what works for your business and your customers. We will work with you to brainstorm some market activation activities and next steps, together.

Spotting opportunities

A significant or compelling event generally triggers business change.

If you know a customer is experiencing one (or more) of the following, you have a unique opportunity to start that all-important conversation with them about the future – before your competitors do.

Keep your ears and questions open for any of the below:

✔ An end of real-estate lease

✔ Restructure of staff working arrangements (often leading to downsizing or offloading office space)

✔ A current contract coming up for renewal

✔ A major hardware refresh

✔ A merger or acquisition

✔ Plans to build new premises for production or disaster recovery

✔ Disaster recovery or business continuity review planning

✔ A recent outage, i.e. data centre, on-prem production or DR environment, network downtime

✔ A directive to reduce capex costs

✔ Restructure of the network architecture

Any one of these events is an opportunity for you to extend, strengthen and deepen your customer relationships.

Solving problems

Below are just a few of the top-line problems you can help your customers solve with NEXTDC solutions.

☁ Optimise cloud-first strategies

NEXTDC help support you (and your customers) maximise value and the success of cloud-based strategies, including cloud migrations, infrastructure consolidation, cloud provider and carrier choice, legacy equipment, Hybrid/ Multi-Cloud.

📈 Accelerating digital transformation

NEXTDCs interconnected digital infrastructure platform offers the greatest choice in the Australian market in connecting seamlessly and locally to the major cloud platforms and digital services providers. When a customer moves their digital edge to a NEXTDC data centre, they enable the flexibility and elasticity business needs to compete, by positioning their IT adjacent to all the digital services their business needs to succeed. This in turn reduces complexity, drastically improves performance and cost efficiencies. Not to mention, their digital strategy is backed by NEXTDC's industry leading 100% uptime guarantee.

🛡 A failsafe way to manage risk and compliance

NEXTDC can mitigate and risk and comply with the internal standards critical to managing risk inside a customer's operations. These include observance of and adherence to regulatory control, and providing best practice frameworks and standards managed as a core risk mitigation strategy.

📋 A way to future-proof the business

NEXTDC offers the ability to right-size an environment to suit your customers' current needs, whilst enabling complete flexibility and optionality to scale without friction to support their future state.

🍃 Predicable, stable, and ethical use of power

On average today, IT environments need around 4-5Kw of power to support their growing power needs. As hyper-converged infrastructure continues to mature and date volumes grow, that power will be more like 10Kw in three years' time.

Old facilities and office buildings aren't built to support that kind of power usage, resulting in unreliable power availability. NEXTDC's data centres are purpose-built to support the high-density compute needs of businesses.

Our facilities can support as much as 10Kw per rack. Our data centres run at the lowest PUE's nation-wide, meaning the power draw is as efficient as possible, which will only continue to improve as we continue optimising our Gold certified processes.

🖥 An environment designed to support hardware

Traditional offices where on-prem data centres are located are built for keeping people comfortable, as opposed to the specialised requirements of IT hardware. Running cooling around the clock to keep your infrastructure cooled to optimal levels sends power bills skyrocketing, not to mention the fact that offices aren't typically engineered to deliver the most efficient use of power. Resulting in a more detrimental impact on the bottom line, and the environment.

🗐 An environment built to deliver 100% redundancy and availability

With NEXTDC, your customers walk away from a reliance on mains power, maintenance issues, inconsistent and unreliable power supply, ageing data centre equipment, increased SLAs and higher risk and compliance mandates. They gain a 100% uptime advantage, and as a specialist in data centres, NEXTDC manages what we're known for being the best at, so your customers get back to doing what they're best at.

🏢 Support office moves and shutdowns

With the specialist skills and experience in-house needed to manage the migration process, we help to significantly de-risk the process and deliver more successful outcomes for your customers. From designing and building their space, helping guide power and redundancy needs, facilitating deliveries and testing and commissioning. Right the way through to assisting customers with step-based migrations of workloads using AXON.

Dealing with objections and barriers

Migration /Transition

Acknowledge the issues and the risks associated, there are tested strategies to use, include specialist providers in your bid, and use those specialties to bolster your end-to-end solution.

Price

Price does not equal cost, nor does it equal value. Conduct TCO comparison, discuss price vs expectations vs quality vs optionality vs risk. Price does not = value or alignment to the customers' requirements, expectations, and their end outcomes. Don't be afraid to explore the price and how that stacks up against what the customer thinks they are getting.

Data centre services

Data centres are not created equal. Understand your customers' specific requirements, their outcomes/future state and what is important to them and ensure that the solution being proposed directly addresses each of those points. Make sure you review comparative providers, ensuring the power quoted, ongoing fees and the fine print around their power draw align with your customers' expectations.

Bundling

Look at the real cost (lock in, compromised quality), bundle your own services, draw on the vast expertise in the NEXTDC ecosystem and use complimentary suppliers to supplement your solution.

Unknown power requirements

This isn't a barrier, contact NEXTDC to help you right-size your customers environment, and help them get clearer on what their future-state will look like.

Existing contract

Begin educating the customer well before their contract ends so that you're in the driver's seat to frame the discussion, demonstrate upfront value and position yourself to win.

Certification

NEXTDC has an abundance of certifications we have committed ourselves to maintaining, as such they are valid for your customers to leverage. Review the full list of certifications and explanations on NEXTDC's website, alternatively speak with your Partner Account Manager.

Governance and compliance

This is a growing area for every business, not only in terms of requirements but the risks and complexities associated. By colocating with NEXTDC, your customers tap into our established compliance framework and processes, and as part of our service, we work with many customers who lean on our expertise to help them run their own bespoke compliance audit processes, ensuring 100% adherence in line with internal and external mandates.

Digital services

Nearly every Australian telco, ISP, public and private cloud provider and aaS provider has a point of presence in a NEXTDC data centre. Customers have complete freedom to choose the right services needed for their business or project, at any time.

Who are the decision-makers, and what are their pain points?

The conversations you have with your customers will vary by their role. But, based on years of experience and in-depth discussions with customers, *here's what we know matters to them.*

CIO / IT Manager

Critical to this role is the responsibility for optimising and evolving the business's digital transformation strategy, enhancing customer value, and optimising operational processes. So, there's a lot to talk about.

Start with optimising their environment for Hybrid/Multi-Cloud. Focus on innovation, improving the customer experience and value, reducing the complexity of managing IT and network infrastructure, reducing risk, enabling organisational agility, and supporting governance and compliance. Then, there's meeting SLAs to protect their brand and maintain customer loyalty, financial and budget flexibility, access to telco and cloud services, disaster recovery, and access to trained data centre personnel to overcome staffing chokeholds.

It's a long conversation, but worthwhile, because you'll learn a lot about what they are most challenged by and what they are really focussed on over the long-term. This will help you start to craft your long-term strategy that will align to their needs.

Head of data centre strategy

Prominent in large enterprise/Govt and global customers, these discussions are largely centred around how we help these decision makers execute and manage their long-term data centre strategy, complete projects on-time and on-budget, operate their data centres with 100% uptime and institute sustainability programs that drive efficiency and profitability. Discussions will also focus on optimising spend and total cost of ownership, as well as managing overall risk, and compliance.

Data centres are high risk environments to work in, with specialist staff required to work with high-voltage specialist electrical equipment, and the need to work at heights. Keeping people safe is an absolute must, therefore workplace safety is priority conversation employers are increasingly concerned about. Safety is a non-negotiable at NEXTDC, it's something we prioritise and mandate across all sites through our people, policy,

and processes. In turn benefiting your customers and the health and safety of their people.

CFO

Conversations will primarily concentrate on maximising value for money and return on investments made. It will revolve around reducing capital and operating costs, the budget available to upgrade existing data centre, releasing the capital value of existing data centre property, saving money on the real-estate strategy, alignment with business growth strategy, compliance with ESG and investor related requirements, and lowering organisational risk.

And don't forget ongoing operations, legislative and regulatory requirements, and audits.

Sustainability or CSR Officers

The use of alternative energy sources, carbon-neutral targets, energy-saving KPIs, ESG and other environmental reporting are all drivers for change for those responsible for the business's sustainability objectives. This is a priority discussion, especially for large and publicly listed companies with net-zero emission targets and a mandate to operate as ethically and responsibly as possible.

Property and Procurement

Key concerns for those in charge of the business's property and procurement functions will include rising CBD rents, new building fit-outs, access to electrical power, multiple and disparate leases/contracts, access to multiple ICT suppliers (competitive tension), and achieving predictable costs.

Deal registration

NEXTDC Deal Registration Program guidelines

NEXTDC's Deal Registration Program is available to Premier Partners, and is designed to incentivise partners who proactively identify, register, and close net new colocation opportunities with NEXTDC.

Deals registered and approved will receive a recurring revenue discount, giving partners the option of passing the discount on to customers for more competitive positioning; alternatively using the discount to increase margin.

Financial benefits of the Deal Registration Program

Sign up a customer for:

✔ A 36-month contract – receive one month of Net New Monthly Revenue (NMRR) credited against the deal

✔ A 48-month or greater contract – receive two months of Net New Monthly Revenue (NMRR)

For deals greater than ten racks, credits are capped at the ten racks representing the lower NMRR value.

Terms and conditions

NMRR is the monthly recurring charge of the rack(s). NMRR does not include one-off fees such as setup or establishment fees, Cross Connects, AXON, Remote Hands, structured cabling, or other charges outside of the monthly recurring cost of the rack(s)

What products are eligible?

Eligible products

✔ Rack Ready products

✔ Bring Your Own (BYO) racks

Ineligible products

✘ Private suites / whitespace / caged environments

✘ NEXTDC add-on services such as Cross Connects, Remote Hands, IDACs, structured cabling, etc.

What opportunities are eligible?

Eligible opportunities

- ✔ You are an approved Premier Partner
- ✔ Opportunity is sales qualified and validated as being a genuine requirement
- ✔ A net new opportunity to NEXTDC, which you have instigated
- ✔ A new end-user customer to NEXTDC
- ✔ A new presence for an existing customer in another NEXTDC facility
- ✔ Expanding the presence of an existing customers footprint of one or more racks
- ✔ No existing forecast opportunities by NEXTDC sales
- ✔ No prior registrations by another partner
- ✔ Is a Rack Ready opportunity for one or more racks
- ✔ Opportunities registered a minimum of 30 days before the opportunity closes

Ineligible opportunities

- ✖ Opportunity already exists in NEXTDC's CRM
- ✖ Opportunity is already registered by another partner
- ✖ Opportunities passed on to you by NEXTDC
- ✖ The opportunity is related to a customer tender issued (RFP, RFI, RFT, RFQ, etc.)
- ✖ The opportunity is for your own use
- ✖ The opportunity includes special pricing outside of NEXTDC's published price book
- ✖ Renewals and contract extensions

Terms and conditions

All opportunities are valid for six months from the date it is approved, with the option of one additional 6-month extension.

Extension requests are to be provided in writing to your PAM. Written approval is required to confirm the extension.

Qualified opportunities

To be eligible for the Deal Registration Program, opportunities must be sales qualified and validated as being genuine. Qualification criteria includes:

- The customer has a defined project that requires data centre services
- You are engaged in the opportunity with the customer's project owner
- You understand the customer's requirements and desired outcomes for the project
- The project is required within the next 12 months
- A high-level understanding of the project requirements is known – preferred locations, approximate number of racks etc.
- The customer requirements align with the services the registering partner offers

Customers targeted in partner marketing activities will be considered qualified when the above criteria can be demonstrated as part of the registered opportunity.

NEXTDC sales engagement – qualified and approved opportunities

Once you have qualified and submitted an opportunity, and it's been approved by NEXTDC, you can expect the following engagement:

- As the approved partner, you will be identified as the Primary Partner for this opportunity
- You will enter proactive joint sales engagement with your NEXTDC Partner Account Manager (PAM), including:
  - Customer site tours of NEXTDC facilities
  - Joint sales calls and meetings
  - Executive meetings when and if required to assist in closing the opportunity
  - Any other activities required to assist in closing the opportunity
- Once the opportunity is won, you will realise additional profitability:
  - One month of Monthly Recurring Revenue (NMRR) for 36-month deals; or
  - Two months of NMRR for deals 48 months or longer
  - No other partner will be offered this profitability benefit once an opportunity is accepted

Our priority is to ensure that those partners who create and qualify approved opportunities are given as much assistance as necessary to be in the best position to win the opportunity.

What if multiple partners are working on the same opportunity?

If additional partners request our assistance with an opportunity that has already been registered and approved for another partner, NEXTDC will operate in the following manner:

- NEXTDC PAM will advise any additional partners that the opportunity is already registered by a Primary Partner
  - NEXTDC will not disclose to additional partners who the Primary Partner is
  - NEXTDC will not disclose any specifics of the opportunity, other than it is already registered
- NEXTDC will proactively assist any additional partners who meet the above opportunity qualification criteria and demonstrate that their services and their level of engagement closely align with the customer's requirements.
  - The PAM will assist with any specific requests made by partners so long as it doesn't breach any confidential information on the opportunity provided by the customer or the Primary Partner

Your PAM will support you in all sales opportunities, operating with complete discretion. All discussions between you and your customer are treated with complete confidentiality.

Only generic information will be available to non-incumbent parties, any deal specifics such as answers to qualified opportunity detail will not be available.

Exceptions

From time to time, there may be exceptional circumstances requiring a change in approach.

Let's say you are the primary partner, and the customer requests us, in writing, to also work with an additional partner. In this instance:

- Your PAM will advise you of the customer's request
- If you win the opportunity, you'll still receive the deal registration benefit
- If another partner wins the opportunity, then neither of you will be offered the opportunity registration benefit

What if a customer requests (in writing) that we stop working with the primary partner?

While rare, a customer may, on occasion, ask us to work entirely with another partner, even though you may have been initially named as the primary.

- If this occurs, your PAM will request that the customer nominates their preferred partner for the opportunity
  - Your PAM will advise you of the customer's request
  - Your PAM will remove you from the opportunity and cancel the opportunity registration
  - Your PAM will then pass the opportunity to the PAM responsible for the customer's new preferred partner
  - Deal registration will no longer be available for this opportunity.

What if the preferred partner chooses to disengage in or abandon the opportunity?

If for whatever reason, the preferred partner decides to withdraw from the registered opportunity, the process is as follows:

- NEXTDC sales management will communicate with your sales management to confirm your intentions with the opportunity

- Where possible or practical, we will assist the preferred partner to re-engage the opportunity (if desired)
- If the opportunity is abandoned:
  - NEXTDC will cancel the deal registration
  - NEXTDC will communicate with the customer directly to determine next steps
- Deal registration will no longer be available for this opportunity.

How does NEXTDC handle the customer tender (RFI, RFP, RFT, RFQ, etc.) process?

Should you register an opportunity (and it's approved) at least 30 days prior to a customer releasing a tender or advising the market of a pending release, NEXTDC will honour the registration as it's deemed that you helped to shape the tender request.

If the opportunity was registered within 30 days of a tender being released, NEXTDC will review the registration and, depending on circumstances, may cancel the registration.

We cannot register an opportunity at the time of a tender being released. In these circumstances, we will allocate a sales resource to assist with the opportunity. This resource will:

- Identify partners who intend to respond to the tender and assist them with NEXTDC response information
- Provide information to all bidding partners in a fair and impartial manner
  - You may approach your NEXTDC PAM with a creative idea in responding to the tender. We maintain absolute confidentiality regarding your response strategy
  - Pricing will not be used as a differentiator to partners. In a multiple-bid scenario, all partners receive consistent pricing

How to quote

How do you register an opportunity?

1. Email the details of your opportunity, confirming sales qualified criteria to your PAM

2. We will respond to the registration within three working days

3. Approved opportunities will receive an Approval ID

What do you need to do when a registered opportunity closes?

When submitting a service order for a registered opportunity, you must:

- Provide the deal registration Approval ID on the service order
- ORP applies to the recurring rack costs at the initially contracted power levels. Pay-out excludes:
  - Monthly charges such as Cross Connects, IDACs, etc.
  - One-off charges such as establishment fees, Remote Hands, etc.
- For 36 month contracts, partner receives 1 free month of Net New Monthly Revenue (NMRR)
- For 48 month or greater contracts, partner receives 2 free months of Net New Monthly Revenue (NMRR)
- If an opportunity is for more than 10 racks, the free period will be capped at the 10 racks of lowest NMRR value.

An example of how the deal registration pay-out works

Your customer purchases a 48-month agreement for:

- 5 x 4kW racks in S1
- 3 x 3kW racks in M1

A service order to NEXTDC is placed as follows:

- 8 x establishment fees (one off charge) @ $1,950 = $15,600 (not applicable for deal registration payment)
- 5 x 4kW racks @ $1,665 per month (wholesale price) = $8,325
- 5 x 3kW racks @ $1,380 per month (wholesale price) = $4,140
- NNMR = $8,325 + 4,140 = $12,465
- Deal registration benefit = $24,930 (2 months of NNMR)

Interpretation of these guidelines

If you feel there are any scenarios we have not addressed within these guidelines, or if you have any questions regarding its interpretation, please feel free to discuss them with your PAM or email marketing@nextdc.com

Opportunity qualification questions

Throughout the sales qualification process, we recommend establishing answers to these customer project related questions:

☐ What are the business requirements your customer is looking to solve?

☐ Does your customer have a formal project to address these requirements?

    ☐ What is the project name?

    ☐ Who is the project owner?

    ☐ Who are the key decision-makers for the project?

    ☐ What budget is allocated to the project?

    ☐ When does the solution need to be implemented by?

☐ What is the business impact if your customer doesn't proceed with the project?

☐ Is there a compelling event driving the project?

    ☐ If so, what is it?

☐ What is the priority of this project compared to other projects your customer is managing?

☐ What type of solutions could address your customer's project?

    ☐ Outsource vs purchase, public cloud vs private cloud, on-premises vs off-premises, Capex vs Opex, etc.

☐ What are the high-level requirements from NEXTDC for the project?

    ☐ Number of racks?

    ☐ Data centre locations?

Overall assessment of knowledge of the customer project

(score out of 10)   /10

Partner solution qualifying questions

The below solution-focussed questions help determine your fit as a partner in alignment with your customer's requirements:

☐ How do you intend to solve the customer's project requirements?

    ☐ Which of your products or services are you proposing for the project?

☐ Is this a new customer for you?

☐ How well are you engaged with the customer?

    ☐ How many projects have you delivered to this customer?

    ☐ How successful were those projects?

☐ Are you the incumbent supplier for these types of solutions?

☐ Does your management team have executive relationships with the customer?

☐ What is the unique value of your solution?

☐ What type of competition are you facing?

    ☐ Are there other partners who will offer similar solutions?

    ☐ Is there an alternative approach to delivering the customer project?

Overall assessment of partner fit for the customer project

(score out of 10)   /10

Useful links

Do you want to:

→ Book a tour? <u>You can request one here</u>

→ Raise your first order? Contact your Account Manager directly, or <u>email Sales</u>

→ Arrange an enablement session around data centre solution selling? Contact your Account Manager directly, or <u>email Sales</u>

→ Connect to cloud platforms? <u>Email Sales</u>

→ Register a deal under the Opportunity Registration Program (for Premium Partners only)?

→ Contact your Partner Account Manager directly with the opportunity detail?

NEXTDC contact details

Sales
sales@nextdc.com
13 NEXT

Marketing
partnerprogram@nextdc.com
07 3177 4777

Customer Experience Centre
nxtops@nextdc.com
1300 NXT OPS

Finance
accounts@nextdc.com
07 3177 4777

Marketing

Welcome

We are delighted to welcome you to the marketing section of the NEXTDC Partner Program.

We're here to help you get going with all the basics you need to leverage the strength of our brand, and and provide everything else 'marketing' you need to make our relationship a success.

We understand that some partners have access to marketing teams and external agencies, and others have more limited marketing accessibility. Either way, we're here to help by providing you with the expertise, tools, support, and information you need, when you need it, so you maximise the value of our partnership and grow your colocation revenue stream.

Getting started

As a NEXTDC partner, you have access to a wide range of marketing services and ready-to-use collateral. And, of course, you are welcome to create your own, or better still, something bespoke, together.

Our marketing services include:

- Providing you with the content, collateral, and graphics you need to position and promote yourself as a NEXTDC partner.
- Adding your NEXTDC Partner Hub profile to our ecosystem to amplify your brand and solutions offering to our customers and other partners
- Allocating you sales leads generated through the NEXTDC Partner Hub and other NEXTDC sales and marketing activities
- Marketing and sales resources, including collaborative support with prospecting, awareness, custom content, and demand generation activities
- Partner networking and collaboration opportunities
- The chance to tell your story to our wider audience, through case studies, thought leadership articles and testimonials
- Enabling you to leverage the strength of our brand.

So, let's get going!

Using the NEXTDC logo

Meet your new best friend. The NEXTDC logo.

NEXTDC is a widely recognised brand in the Australian data centre market; we're known for the superior quality, reliability and flexibility of our solutions, and our unwavering commitment to customer-centricity.

We know that anyone can say those things, but we don't say anything we can't validate. We are proudly recognised as the market leading data centre provider in the Australian data centre market by Frost & Sullivan, and we were recently recognised as the most reliable data centre provider in Australia at the APAC Business Awards.

When your customer's reputation is on the line, credibility is critical. By using our logo alongside your own, you're leveraging the reputation of one of the strongest and most trustworthy brands in the market to promote your business to customers, prospects, and partners.

All we ask is that when using the NEXTDC logo, you do so in accordance with our Brand Guidelines.

Find what you need

You can download the logo usage guidelines here and access logo files (and other assets) here.

Where can you use the NEXTDC logo?

- Add it to your company website in your 'partners' section (see below for some ready-to-use web content - aka boilerplate copy - to go with your logo)
- Incorporate it into your sales and marketing material such as your e-newsletter, general communications to customers, on your proposals and PowerPoints, in your brochures, and any banners you use at events
- Use it across your social media channels to create unique messaging to support your customers' journeys
- In any sales and marketing activity where leveraging NEXTDC's core expertise will help you strengthen your positioning and validate the credibility of your solutions to secure further business.

About NEXTDC - boilerplate

The following content is approved by NEXTDC for use on your website, in proposals, for use in press releases or customer newsletters. Should the boilerplate be updated, new versions will be made available in the partner resource library found here.

If you'd like any personalised messaging, or commentary for PR and Communications from a NEXTDC authorised spokesperson, feel free to get in touch with the NEXTDC marketing team.

Short version

100% locally owned and operated, NEXTDC is Australia's most trusted provider of premium data centre solutions. Certified to the highest global standards and backed by an industry leading 100% uptime guarantee, NEXTDC's digital infrastructure platform and interconnection solutions are recognised as the leading data centre solutions in the Australian market.

As Australia's most cloud-connected data centre network, NEXTDC offers the greatest level of choice in the Australian market when it comes to direct access at the closest physical proximity to the leading public cloud platforms, networks, and IT services infrastructure.

Full-length version

100% Australian owned and operated, NEXTDC is Australia's most trusted provider of premium data centre solutions.

With a national data centre footprint that is independently certified to the highest global standards, NEXTDC is recognised as a market leader in delivering secure, reliable, high-performance data centre and interconnection solutions.

NEXTDC is Australia's only independent data centre provider who operates a nationwide network of Uptime Institute certified Tier IV facilities in all major national growth markets.

NEXTDC have built and operate Australia's most cloud-connected data centre network, providing organisations the most direct access to the leading public cloud platforms, networks, and IT services infrastructure, at the closest possible proximity.

Designed to address the market's rapidly growing demand for next-generation digital infrastructure, NEXTDC's digital infrastructure platform facilitates the limitless interconnectivity, high-density power capability, first-class physical security, and exceptional energy efficiency that businesses need to succeed.

With a commitment to driving global leadership in energy efficiency and sustainability, NEXTDC's data centres are engineered to showcase a superior level of energy efficiency. NEXTDC's data centres are the only facilities in the country to achieve a NABERS 5-Star rating from the Australian Government, for energy efficiency. Partnering with NEXTDC means choosing to partner strategically with a brand that is Climate Active certified and a true climate and sustainability leader in the Australian data centre industry.

Partnership social media blocks

We've created some templates that are easy to use
through Canva. If you don't already, you'll need to
create a free Canva account and then simply follow the
instructions on the template to upload your logo.

→ Partnership Announcement Template 1

→ Partnership Announcement Template 2

Quick start

Based on our experience, for a quick start out the gate we recommend prioritising the below activities:

→ <u>Set up your NEXTDC Partner Hub profile</u>

→ Add the NEXTDC logo to your website and marketing materials

→ <u>Amplify our partnership together across social media</u>

Once these first four steps are done, and if you're eager to explore what else we can do together please contact marketing@nextdc.com. We'll start by setting up a call, understanding what's important to you and what works for your business and your customers. We will work with you to brainstorm some market activation activities and next steps, together.

Useful links

For assistance with any of the below, visit the partner zone for access to commonly used resources and supporting material.

→ Logos and imagery

→ Sales and marketing resources

→ <u>NEXTDC Partner Hub setup</u>

Do you want to:

→ Book a tour? <u>You can request one here</u>

→ Raise your first order? Contact your Account Manager directly, or <u>email Sales</u>

→ Arrange an enablement session around data centre solution selling? Contact your Account Manager directly, or <u>email Sales</u>

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Technical

Welcome

We're delighted that you have joined the NEXTDC Partner Program, and we're all geared up and ready to make our relationship a roaring success.

Here you'll find the technical information you need to help guide your decisions in creating customised colocation, interconnection, data centre management and data centre solutions that will consistently exceed your customers' expectations.

But we're not just giving you the technical lowdown and leaving you to do the rest. Instead, we step up with the support and know-how to help you deliver exceptional solutions. Our highly experienced data centre technicians, engineers and design team are at your disposal. As the song goes, 'you'll never walk alone'.

We're here to help.

Getting started

This section of the NEXTDC Partner Program provides you with the nuts and bolts information you need to propose or build a solution for your customers.

Our partner technical support includes:

✔ Help from NEXTDC's highly experienced data centre technicians to design and execute the solutions your customers need

✔ Hosted tours and structured executive sessions at any of our facilities

✔ Engineering and technical design assistance

✔ Training opportunities for your resources

Let's do this!

Quick start

We've done this before! Based on our experience, we recommend prioritising the below activities to get going, pronto:

→ Book a tour at your local NEXTDC facility to introduce and familiarise your technical team with the data centre, and solutions

→ If you have technical consultants that will deploying solutions for your customers, make sure to organise an induction at the data centre (this is compulsory before their permanent IDAC is issued)

→ Book an enablement session for your technical team with our presales specialists. Your PAM will be happy to facilitate this for you

Glossary ATLAS

Data Centre Racks

Quarter Racks	10RU A+B redundant power feeds Electronic locks Includes ONEDC Telemetry
Full Racks	45 RU A+B redundant power feeds Electronic locks Includes ONEDC Telemetry
Custom Cages	Multiple racks in private cage Custom built to required specifications Includes ONEDC Telemetry

Connectivity

Structured Cabling	12 single core fibres (6 pairs) in a Top of Rack FOBOT
Cross Connects (XC)	Connection between your rack space and another service provider within the same data centre
Data Centre Interconnect (DCI)	Connect between NEXTDC data centres in the same city
AXON Cloud Connectivity	Software defined network fabric for connecting to public cloud platforms including AWS, Microsoft Azure, Google Cloud, IBM Cloud, Oracle Cloud and others. Services auto-provisioned via AXON portal, scale up, scale down, turn on, turn off.
AXON Intercap	Interstate network service between NEXTDC DCs, as well as select 3rd party facilities (Equinix Syd and Mel, Global Switch)
IP Transit	Uncontended Internet services. Low bandwidth for Out of Band (OOB) services or higher bandwidth for normal Internet services.

Colocation solutions

Your customers' ability to grow and scale is directly impacted by where their IT infrastructure is housed. And it's your job to provide solutions that remove the distance between data, applications, and the people who depend on them.

NEXTDC's data centre solutions have been purpose-built to deliver flexibility and reliability, backed by the assurance of 100% uptime. So you can design and offer your customers a protected and reliably interconnected IT infrastructure with total confidence.

Rack packages

Our all-inclusive, pre-installed rack solutions mean your customers can move straight in, which reduces the cost and complexity of their migration.

Available in individual or multiples, our customised racks feature energy-efficient air containment, and colour-coded doors to indicate the correct equipment installation and airflow.

Standard configuration:

- Custom-made SRA racks - 1200mm deep / 600mm wide / 45RU high (1050mm deep / 600mm wide / 42RU high in B1 and B2)
- Standard power allocation from 2kW to 6kW
- A + B redundant power via 32A single-phase underfloor feeds
- Two in-rack power rails for rack-level redundancy, keyless entry and monitored user access through biometric IDAC security system

View the full list of configuration specifications

Non-standard options:

- Extra-wide racks
- High power density infrastructure
- High weight-bearing racks
- Switched or metered power rails
- Three-phase or additional power feeds
- Dedicated cable trays
- Inter-rack cabling
- Increased security (e.g. cage, class C racks)

Quarter racks

A simple solution for those customers looking for a smaller footprint and the ability to scale their IT infrastructure as their requirements evolve. Quarter racks are individually secured and offer the same standard inclusions as the rack package.

Specifications:

- 10 RU of space
- Three power options - 1kW, 1.5kW or 2kW
- Two in-rack power rails for rack level redundancy and multiple hardware support
- Monitored user access through biometric IDAC security system
- Standard SMOF or Cat 6 ethernet cross connections

Rack block

We can supply ten or more contiguous NEXTDC racks as a rack block. Rack blocks offer greater flexibility as they allow customers to scale their total power allocation across all the racks included in your rack block.

BYO rack

We understand not every customer requirement is based on standard builds. Therefore, we offer custom solutions to accommodate non-standard builds such as large SANs or mid-range infrastructure with customised proprietary racks.

Caged areas

Caged areas are dedicated rooms or data halls, or private areas within a data hall that are customised to meet your customers specific requirements. These areas are priced per square metre, and include an allocated power allowance.

Custom options include:

- Floor layout
- Security (biometric access, dedicated security cameras)
- Three-phase power
- The choice of NEXTDC or BYO racks
- In-cage storage
- Private structured cable networks

Structured cabling

Structured cabling is required to connect rack(s) or suite to NEXTDC's in-building fibre or copper network. This cabling is foundational for all interconnectivity needs, and comprises a 1RU patch panel installed into the top of your designated rack. Structured cabling is made up of 12 cores of single-mode optical fibre.

You will require at least one structured cabling service for every single rack or quarter rack purchase. For multiple contiguous racks, you can use one structured cabling service in conjunction with inter-rack cabling to support that entire block.

Structured cabling provides you with access to Cross Connects, AXON, DCI, and other connectivity services.
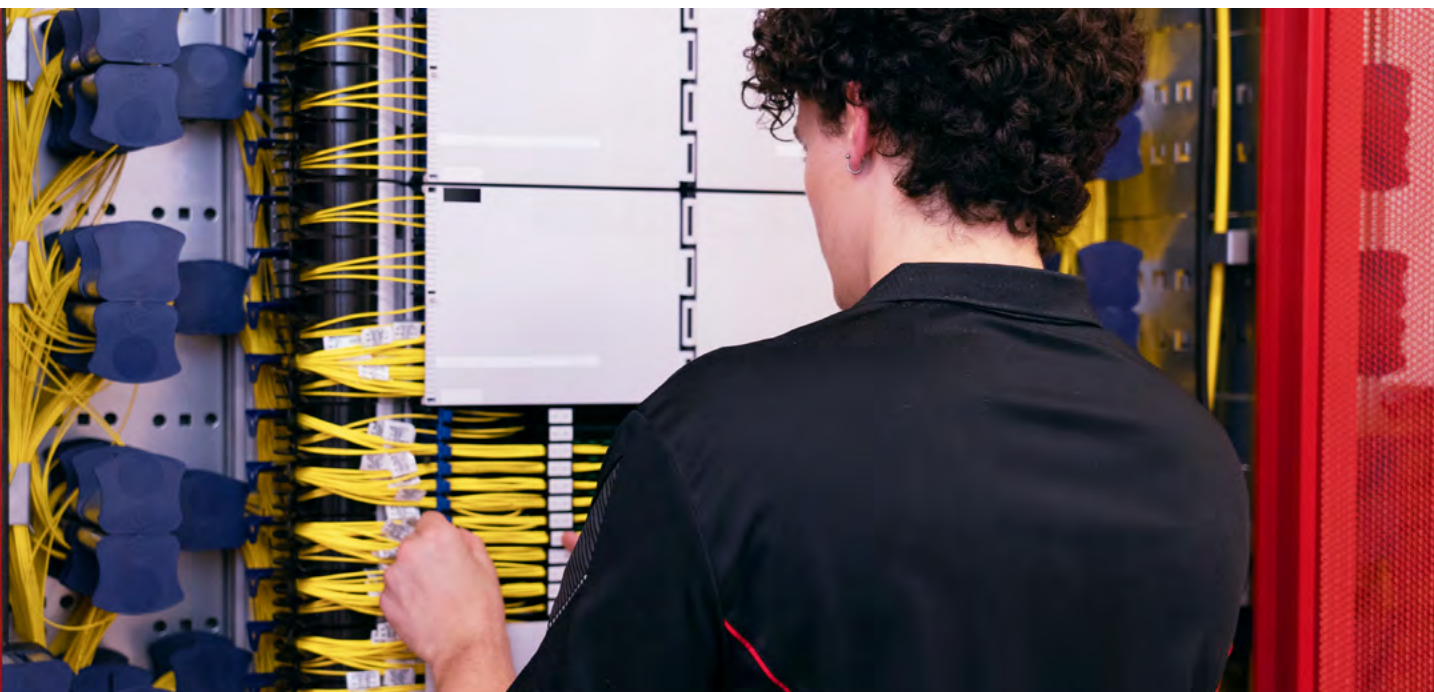
Interconnection solutions

The flexibility and resilience of IT infrastructure is the key to delivering customer value while rapidly and confidently responding to change. Interconnection at NEXTDC means you can help your customers overcome the limitations created by traditional networking.

NEXTDC is Australia's most connected digital infrastructure platform. We deliver direct, secure, and low latency access to hyperscale cloud providers, private clouds providers, carrier networks and ICT services organisations. We also enable customers the ability to connect to third party data centre locations.

AXON interconnection platform

AXON is a powerful interconnection platform that brings together cloud platforms, partners, and digital services.

The power of AXON provides the freedom and flexibility to instantly and seamlessly interconnect all the digital services and platforms your customer needs to succeed.

- ✔ Establish direct, private, and highly secure connections to current and future-state cloud platforms, digital services, and ICT providers

- ✔ Achieve optimal levels of performance, security, and flexibility with an interconnection-first approach, to enable the secure exchange of data

- ✔ Integrate and unify workloads, networks, and data centre locations within one interconnection platform to help you scale your digital services

- ✔ NEXTDC offers an API plug-in for its AXON virtual interconnectivity platform. This allows partners to accelerate and simplify digital transformation solutions by leveraging NEXTDC's state-of-the-art hybrid and multi-cloud interconnection platform.

IP Transit and OOB

NEXTDC's IP Transit and Out of Band (OOB) offerings comprise the highest-grade Internet service with guaranteed bandwidth for 'front door' access to your rack environment.

NEXTDC's interconnected network is designed to meet the high demands and agile needs of business. Our solutions are highly flexible with the ability to scale bandwidth quickly and easily, delivering interconnected and highly effective outcomes via the most direct route.

Cross Connects

Cross Connects deliver high performance, reliable, low latency physical connections to your customers' preferred carriers, cloud providers and vendors.

Built with single-mode optical fibre (SMOF) and Cat 6 ethernet, all Cross Connects are performed by NEXTDC facility staff in our dedicated interconnect rooms.

Our optical Cross Connects are either rack-to-carrier or rack-to-rack, and can be single or dual-core.

Data Centre Interconnects

In cities with multiple NEXTDC data centres, we have deployed a dual-path, redundant ethernet connectivity platform that brings these facilities into a simple campus-style network.

The DCI service enables you to easily cross connect to racks or services based in another of the campus buildings.

ONEDC® data centre management

The data centre is your customers most strategic asset. Ensuring they maintain control and transparency is core to driving the operational efficiencies their business needs to succeed.

For your customers, managing their data centre should be straight-forward and intelligence driven. ONEDC® is an award-winning business intelligence platform that enables the power of visibility and control across your customers entire footprint housed at NEXTDC. Delivering real-time data and powerful insights, ONEDC enables a more streamlined and confident approach to data centre management.

ONEDC's powerful management and intelligent monitoring provides a customisable, 360° view of data centre utilisation. Delivering critical performance analytics and reporting capability, ONEDC delivers the power of data, enabling instant and informed decision making.

Enabling keyless entry and real-time access reporting, ONEDC enables frictionless and seamless data centre management.

ONEDC Telemetry

Included as standard in every NEXTDC rack package, ONEDC Telemetry allows you to manage your customers' racks in real-time across any NEXTC data centre.

Remotely manage and monitor data centre access

Remotely unlock rack doors. Manage virtual and physical access permissions, down to a single rack with a complete audit trail.

Monitor environmental performance

View real-time temperature and humidity measurements.

Track and manage power utilisation

View current power consumption against allocation per rack. View balance of A vs B power.

Submit/track support tickets

Create and view tickets for support services. View and manage your data centre services.

ONEDC Advanced Management

Upgrade to ONEDC Advanced Management for more detailed intelligence, transparency, and control.

Alerts and Notifications

Set alerts and be notified when a system reaches a warning or critical level. Receive real time notifications for user defined critical levels on circuit breakers and power. Receive real-time alerts when your racks are accessed.

Intelligence Reporting

Generate reports to show your power utilisation and environmental state your equipment operates in. Automate the reports to have them push to you as needed helping manage your environment.

Predictable Planning

Access real-time dashboards and scenario testing tools, design your 'what if' scenarios. Don't get caught by surprises. Inform your procurement strategy and asset replacement, simulate power outage and distribution, and manage scheduled maintenance or repairs.

Infrastructure Visualisation and Management

Search to identify exact locations of devices across multiple data centres, including hall, row and rack. Track single points of failure in your infrastructure layout. Manage power supply to optimise your solution before implementing changes.

Take control of your infrastructure

Contact your Partner Account Manager for a full ONEDC demonstration

NEXTDC data centres

😊 Data centre services

We are committed to providing you and your customers with an outstanding experience every time you come to your NEXTDC data centre. Careful planning and meticulous attention to detail go into each facility to help make a difference to your businesses every day.

🚚 Deliveries

Each NEXTDC data centre has a dedicated undercover loading dock to ensure a safe and seamless transition of critical hardware. Additionally, we offer a secure storage space and goods lift to simplify deliveries and installations. If you can't get to the data centre, book a Remote Hands service, and our technicians will take care of it for you.

🛎 Staging spaces

Every NEXTDC data centre comes with a staging room so you can set up and test your equipment before moving it into your racks.

➕ Spare parts

In case of emergencies, every NEXTDC facility has a credit card enabled vending machine installed, stocked with frequently used parts such as spare cables, patch leads and connectors.

💼 Meeting spaces

Each NEXTDC data centre is Wi-Fi enabled and has an executive boardroom available for you to book as required. Great for running customer briefings or team meetings, our data centres are your data centres. Some of our facilities also have additional meeting rooms and office space available for hire.

☕ Collaboration and comfort spaces

Whether you're working in the data centre for the day, or simply taking a break, we have purpose-built collaboration and comfort spaces for you to enjoy. Every data centre comes fully equipped with a functional kitchen, refreshments, lounge area with TVs, massage chairs and games consoles, and open plan workspaces.

🚗 Car parking

We do offer a limited number of carparks for you and your customers to use when visiting. However, advance bookings via ONEDC are essential.

NEXTDC data centre locations and technical details

		Technical space	Total IT capacity	Target PUE
	B1 Brisbane 20 Wharf Street Brisbane, QLD 4000	1,650m^2	2.25MW	1.6
	B2 Brisbane 454 St Pauls Terrace Fortitude Valley, QLD 4000	6,000m^2	12MW	1.25/1.34
	S1 Sydney 4 Eden Park Drive Macquarie Park, NSW 2113	6,650m^2	16MW	1.3
	S2 Sydney 6-8 Giffnock Avenue Macquarie Park, NSW 2113	8,700m^2	30MW	1.3
	S3 Sydney 2 Broadcast Way Artarmon, NSW 2064	20,000m^2	80MW	~1.15/1.29
	M1 Melbourne 826 Lorimer Street Port Melbourne, VIC 3207	6,225m^2	15MW	1.35
	M2 Melbourne 5 Sharps Road Tullamarine, VIC 3043	25,000m^2	100MW	1.10/1.28
	M3 Melbourne 39 Indwe Street West Footscray, VIC 3012	41,000m^2	150MW	1.09/1.29

	Technical space	Total IT capacity	Target PUE
C1 Canberra 19 Battye Street Bruce, ACT 2617	2,260m^2	4.8MW	1.4
P1 Perth 101 Malaga Drive Malaga, WA 6090	3,000m^2	6MW	1.3
P2 Perth 12 Newcastle Street Perth, WA 6000	12,000m^2	20MW	1.15/1.29V
PH1 Port Hedland 17 Loreto Circuit Port Hedland, WA 6721	788m^2	1.5MW	TBA
NE1 Newman Cnr. Pardoo Street and Woodcock Street Newman, WA 6753	730m^2	1.5MW	TBA
SC1 Sunshine Coast 44 Maud Street Maroochydore, QLD 4558	1220m^2	1MW	1.32
A1 Adelaide 25 Frome Street Adelaide, SA 5000	3,000m^2	5MW	TBA
D1 Darwin 2 Harvey Street Darwin City, NT 0800	3,000m^2	8MW	TBA

Certifications, standards and compliance

ISO 9001 | Quality Management System
All NEXTDC data centres and head office have achieved ISO 9001 certification for the design, development and provision of secured data centre infrastructure and associated services.

ISO 27001 | Information Security Management System
All NEXTDC data centres and head office have achieved ISO 27001 certification for Information Security Management System (ISMS).

ISO 14001 | Environmental Management System
All NEXTDC data centres have achieved ISO 14001 certification for Environmental Management System.

ISO 45001 | Occupational Health And Safety
All NEXTDC data centres and head office are ISO 45001 certified for Occupational Health and Safety (OHS)

Uptime Institute Tier III Certification
- S1 and P1 have Tier III certification for Design Documents and Constructed Facility.
- M1 has achieved Tier III certification for Design Documents
- P1 has achieved Tier III Gold certification for Operational Sustainability
- S1 has achieved Tier III Gold certification for Operational Sustainability

All NEXTDC data centres are designed to a minimum UI Tier III standard.

Uptime Institute Tier IV Certification
- S2, B2, P2 and M2 have achieved Tier IV certification for Design Documents and Constructed Facility
- B2 has achieved Tier IV Gold certification for Operational Sustainability

NABERS 5-Star Energy Efficiency Rating
M1 and S1 have a NABERS 5-Star rating for data centre infrastructure efficiency.
NEXTDC second generation data centres are built to target NABERS 5-Star energy efficiency.
NEXTDC Engineers are trained & certified in the NABERS assessment process.

NEXTDC is a **Certified Strategic** provider of hosted services under the Digital Transformation Agency's Hosting Framework. NEXTDC's entire national data centre fleet is Certified Strategic and strategically positioned to deliver the highest levels of security for Government systems and data.

TIA 942-A
All NEXTDC facilities are designed to meet the Telecommunications Infrastructure Standard for Data Centres TIA 942A.

NEXTDC's S1 Sydney facility is 'TRUE Waste' certified. Demonstrated achievement of over 90% diversion of all waste from landfill annually. The first data centre in Australia to be audited as compliant to the standard, a program to be rolled out nationally.

Risk Management	A risk management framework consistent with the international risk standard ISO 31000, has been implemented to ensure a systematic approach is used to identify and assess risks, and determine treatment plans to manage, transfer and avoid risks.
ITIL – IT Service Management	NEXTDC Business Framework System is based on ITIL principles as they apply to our organisation.
Business Continuity Plans (BCP)	NEXTDC has developed its Business Continuity and Disaster Recovery plans based on ISO 22301 and outline how to recover if such an event were to occur.

Service Organisation Control (SOC) Certifications

All NEXTDC data centres have achieved SOC1 Type1 and SOC2 Type2. SOC1 Report is issued to support NEXTDC customers on annual financial statement audits. SOC2 Report is issued on NEXTDC managed controls relevant to the AICPA's Trust Services Categories and related criteria.

PCI-DSS Certification

All NEXTDC data centres have achieved PCI-DSS Certification. PCI-DSS is a proprietary information security standard for organisations that handle credit cards transactions. Whilst NEXTDC, does not, of itself, have the requirement to get certified for PCI-DSS purposes, as a data centre service provider, NEXTDC has obtained PCI-DSS certification for controls managed by NEXTDC as a data centre service provider (Scope of Physical Security, availability of data centre etc.).

Winner: Frost And Sullivan

Recognised by global data centre analyst specialist firm, Frost & Sullivan in the Global Visionary and Best Practices awards. NEXTDC is recognised as the Australian Data Centre Company of the Year.

Market Leader: Data Centre Service Australia

NEXTDC is recognised by global industry analyst Frost and Sullivan as a market leader in the Australian data centre market in the 2020 Frost Radar Report. As a leader in the industry, we are best positioned support you along your transformation journey, and help you achieve your long-term business objectives.

Winner: Frost And Sullivan

Recognised by global data centre analyst specialist firm, Frost & Sullivan in the Global Visionary and Best Practices awards. NEXTDC is recognised as the Global Data Centre Company of the Year.

Winner: Apac Business Awards

Most Reliable Data Centre Operator.

Winner: Australian Business Awards

Recognising NEXTDC's commitment to building and operating an environmentally sustainable and responsible business. As the industry leader, NEXTDC are recognised for our commitment to our customers and the environment in driving positive outcomes for business and the environment through sustainability leadership and innovation. NEXTDC achieves the 2020 ABA100 Winner for Sustainability in The Australian Business Awards 2020.

Useful links

Do you want to:

→ Book a tour? <u>You can request one here</u>

→ Book an induction at your NEXTDC data centre, **<u>login to ONEDC</u>**

→ Find out more about training opportunities? Email your PAM

NEXTDC contact details
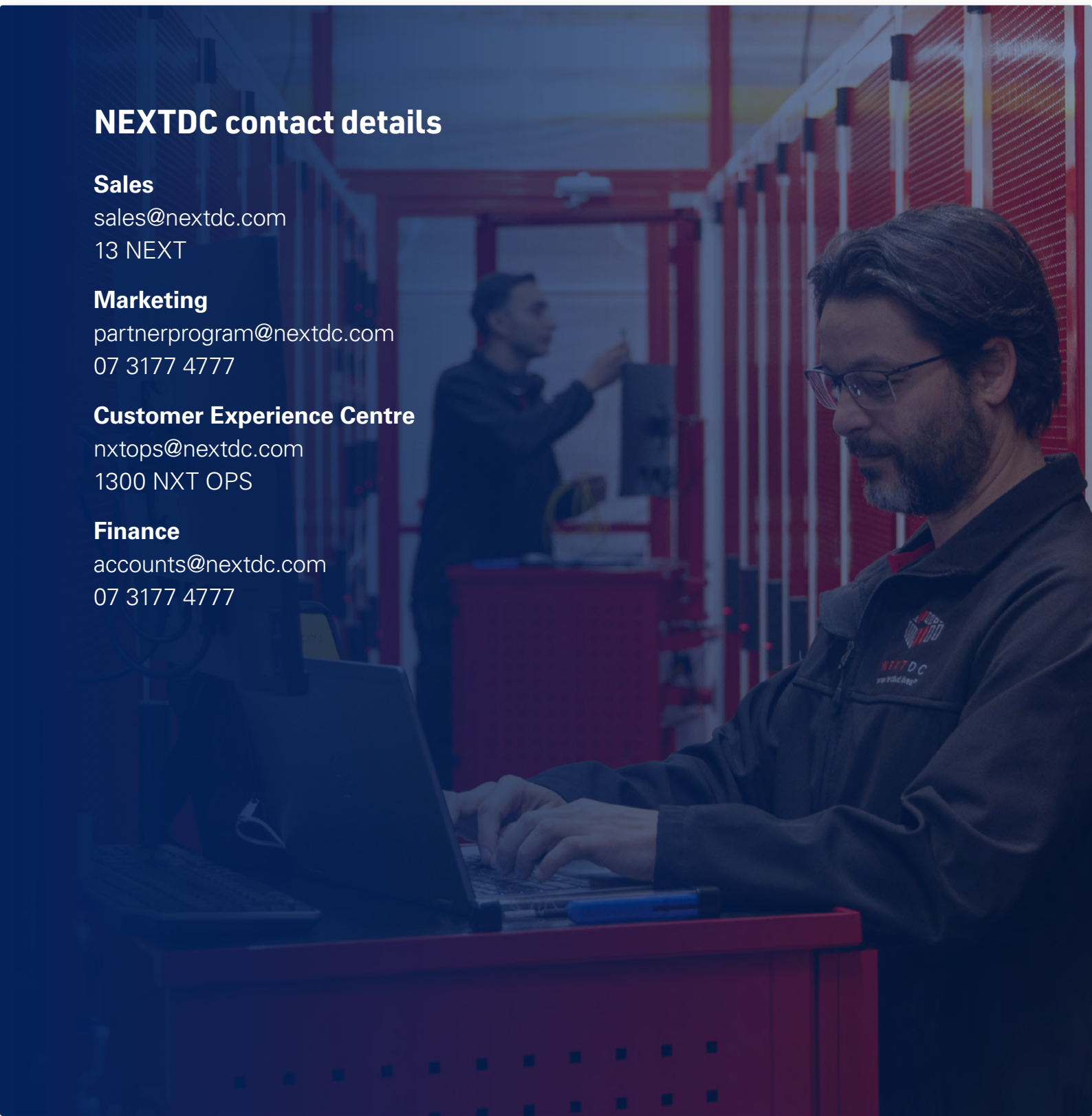
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