

# NEXTDC



**Industry**  
Technology

**Location**  
Sydney, NSW, Australia; Melbourne, VIC, Australia; Perth, WA, Australia; Canberra, ACT, Australia; Brisbane, QLD, Australia

**Products**  
Security Center, Omnicast, Synergis, Federation

**Partners**  
ACG Fire & Security

## How a trusted data centre provider leverages physical security systems to enhance customer experience.

Founded in 2010 in Brisbane, Queensland, NEXDC has grown to be one of Australia's most trusted data centre service providers. Today, the company has nine data centres in operation providing service and access to 1100+ customers.

Working with more than 550 world-class technology partners including security, telecommunications, infrastructure, platform, and cloud services, the company delivers on its brand promise to power, secure, and connect customers 100 percent of the time. With ambitious growth plans, NEXDC's management team is focused on delivering a fluid customer experience, maximizing its use of technology platforms and security operations to drive differentiation in the marketplace.

### Challenges – Enhancing the customer experience in a highly secure environment

NEXDC implemented access control and video surveillance management in every data centre using Genetec™ Security Center – a unified security platform. Over time it realised that while it was delivering the security they required, customer and partner access and experience were being impacted. The data centre operator identified a need to use physical security systems to inform and enhance customer service and improve operations in a cost-effective and secure way. To accomplish this, NEXDC would need visibility across its network, as well as integration with key systems like intercoms and customer request management, preferably in one management platform.

### Solution – Visibility and service excellence across an Australian network of data centres

NEXDC continue to enhance the experiences of their visitors across their entire national network of data centres, without compromising on its security measures and access protocols through the deployment of Genetec Security Center Federation™. Building on its use of the Genetec unified platform, Federation integrates information from security systems with its customer and partner request ticket management system. It speeds up response times and enables visibility, and control across all nine of its data centres. The platform's flexibility enables its customer service team to select and control access points, cameras, intercoms, and other systems remotely, as well as provide visitors with assistance and exceptional service regardless of their location.

## Improving the customer experience with remote system access

With its second generation of data centres, NEXTDC deploy and operate 2400 cameras, video analytics and reporting, doors and other managed hardware, access points and solutions, two-factor authentication systems, and intercoms nation-wide. Security Center Federation allows them to manage all of these solutions across the entire network, seamlessly.

ID cards allow appropriate access with checkpoints throughout the data centre, while the many cameras and access points are monitored from a single unified platform, Security Center, which notifies the security and customer service teams of who is accessing which door. If customers need assistance as they make their way through the data centre, a customer service team member can remotely open a door or speak to them via a nearby intercom to provide the necessary support.

According to George Dionisopoulos, Head of Security and Customer Service, NEXTDC, “We can now operate a streamlined team with the visibility and control we need to effectively monitor our facilities right across the country. We can confidently protect against, and prevent security breaches and ensure a secure environment, plus provide exemplary customer service and support.”

With the level of intelligence now built into its security posture through the help of Genetec solutions, NEXTDC has been able to streamline and continue to enhance the customer experience and reduce the number of staff otherwise needed to personally engage with customers. As a result, customers and partners can get to where they need to be, quickly and efficiently.

## Ramping up response times with security system data

Visiting customers and partners often have multiple needs and requests. They need access to their racks, but they may also need to arrange a carpark, arrange for a courier to pick-up or drop off a delivery, retrieve equipment from on-site storage, and book a meeting or workspace. Part of delivering a fluid customer experience is facilitating these multi-faceted requests smoothly and quickly.

“We’ve spent a lot of time on our Intelligence Service Management platform,” said David Dzienciol, Chief Customer Officer and Executive Vice President of Technology at NEXTDC. “Deploying this technology in combination with the Security Center Synergis™ IP access control system (ACS) and leveraging Federation has driven true savings in terms of fewer touch points on each request ticket and improved response times. The time to approve requests has gone from days to minutes.”

## Improving security interactions through Federation of a unified platform

After identifying the processes and steps a customer takes when visiting a data centre, NEXTDC saw multiple security interactions that were being managed independently. They were able to use Security Centre and Federation to remove duplication and consolidate these steps into one platform for the security team to manage.

“Ultimately we are using data to remove complexity and automate processes where possible,” explained Dzienciol. “Connecting the customer journey work with our business processes in this way has resulted in ROI in terms of improved productivity, as our staff spends fewer hours handling these interactions, so they can focus their time on more proactive customer-focused initiatives.”

## Anticipating further improvements with license plate recognition and reporting

“Getting in and out of the building is something that customers want to do very quickly,” said Dzienciol. “Sometimes they urgently need to get in, get their work done and get out again. Removing an additional layer of complexity through license plate recognition and automation is an example of how we can continue to improve the customer experience by making the most of our security systems.”

NEXTDC is exploring the use of Genetec Security Center AutoVu™ license plate recognition to ensure that through the right registration its customers can get straight into the data centre, enjoying a fluid experience without having to deal with multiple entry and exit checkpoints.

“The fact we operate a unified security platform means we have the ability to respond to growing customer interest in compliance as a service,” added Dzienciol. “Audits, reports, access logs, these are things that we can deliver through our platform here at NEXTDC, something we’re also working on with Genetec.”

“The way we have deployed the Genetec Security Centre as a federated platform nation-wide has evolved into a key differentiator for our business,” said Dzienciol.

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