

## **eircom Partners with Hibernia Atlantic to Provide Ireland's Only Diverse, Direct TransAtlantic Cable Linking Ireland to the United States and Canada**

**(Monday, 23<sup>rd</sup>, November, 2009)** eircom today announced that it has partnered with Hibernia Atlantic, the only diverse transAtlantic submarine transport cable provider, to provide direct fibre optic connections from the eircom data centre in Clonshaugh to the US and Canada. The direct transatlantic cable will give North American companies operating in Ireland greater cost control for connectivity by eradicating expensive connections via the UK or Europe to Ireland, which up to now, has been their only option. While other data centres have carrier diversity, eircom's data centre is the **only** Irish data centre to be physically located on the same site as Hibernia's cable landing station in Dublin.

The availability of a direct transatlantic connection from the US to Ireland will make it significantly easier for North American companies to do business in Ireland. It will also be a key factor in attracting foreign investment and encouraging business growth by improving the perception of Ireland as a more 'connected' country especially for US and Canadian companies.

Commenting on the announcement, **Andy O'Kelly, Business Solutions Director**, eircom today said, "This is a significant announcement for eircom as it means that our data centre now sits on the fastest connectivity line to the US and Canada. The ability to move data at the speed of light is crucial in today's knowledge economy. Data Centre users are measuring their data transfer times in terms of milliseconds across the Atlantic and into major European cities from Dublin. The low latency network of Hibernia Atlantic will allow our clients to have confidence in Dublin as a strategic data centre location. The combination of the energy efficiency of the eircom data centre and high availability of Fibre optic networks makes it the location of choice for major online brands and cloud computing service providers."

"Additionally, in the current economic climate, effective and cost efficient solutions enabling the exchange of data are imperative to the success of any company. With the growth of online content and Ireland's central role in the data centre infrastructure in Europe, it is very welcome that Hibernia Atlantic's direct links to the US are available directly from our data centre floor", he continued.

"Hibernia has been selected by [DETI](#) for Northern Ireland and [DCENR](#) for the Republic of Ireland to deploy 'Project Kelvin'," said **Fergus Innes, VP of Sales, EMEA** for Hibernia Atlantic. "Project Kelvin' is an extensive submarine and terrestrial cable deployment directly connecting the island of Ireland to North America. The initiative is to provide local and global commerce opportunities between the island of Ireland and the rest of the world, offering local and global businesses access to secure, ultra low latency capacity. Businesses can now increase their communications' speed, performance and next-generation Internet service offerings while also increasing their network security, by avoiding traditionally congested routes such as around the New York and London waterways."

eircom's Clonshaugh data centre is equipped with the latest power, cooling, fire suppression and biometric security measures to protect customers' systems, including those using new, power-hungry hardware such as blade servers. The centre has been designed to be energy efficient, minimising power consumption by using the ambient external temperature to assist in cooling. The data centre is also making extensive use of the latest technology advances to effectively use 'technology to manage technology', including intelligent utilities for systems set-up, monitoring, alerting and trouble ticketing.

For a map of the Project Kelvin cable, please visit:

[http://www.hiberniaatlantic.com/images/NirelandMaps5-09\\_000.jpg](http://www.hiberniaatlantic.com/images/NirelandMaps5-09_000.jpg)

**ENDS**

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**Note to Editors**

eircom's 120,000 sq. foot Clonshaugh facility doubles the company's data centre capacity and links with eircom's existing data centres in Dublin (Citywest and Crown Alley) over eircom's high speed Next Generation IP network. With a growing customer list including, Hostopia, HSE, Department of Transport (Motor Tax Online), Phonovation, AXA Insurance and other key customers operating in key sectors such as health, education and technology eircom anticipates further growth in data centre services.

**About Hibernia Atlantic:**

Hibernia Atlantic is the largest, privately held, diverse transAtlantic submarine cable transport provider. Hibernia is a US, wholly-owned subsidiary of Columbia Ventures Corporation (CVC). It is a TransAtlantic submarine cable and terrestrial cable network that offers over (75) redundant network Points of Presence (PoPs) throughout Canada, US, UK and mainland Europe on over 24,000 kilometers of network.

**To view Hibernia's corporate overview video, please click here:**

<http://www.youtube.com/watch?v=p0xVMLEfFrk&eurl=>

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