Seznam.cz ranks among the oldest of the internet portals in the Czech Republic. The purely Czech company operates the web portal Seznam.cz, which now encompasses a wide range of services, such as a search engine, news, company catalogs, a map application as well as comprehensive digital multimedia content.

With growing data volumes and an expanding range of services, Seznam.cz needs to continuously develop its information and communications technology (ICT) environment as its core business is reliant on this and the data centers which provide the performance necessary for successful commercial operation.

The company depended on third-party data center providers until 2012, in which year Seznam.cz decided to build their own data center. This step was taken so that the company would be able to control directly the future development of the technology environment that supplies services to the end users. Also, the move aimed to reduce operating costs, increase operational reliability and secure the future growth of the company.

Accordingly, Seznam.cz issued a call for tenders. ALTRON, ABB’s partner for UPS solutions in the Czech Republic since 2004, was selected as the main contractor.

The implementation itself was preceded by much preparatory work linked to the location, study preparation, architectural design, project documentation and ALTRON’s integrated and complete engineering process for the entire building project. Construction and technology installation were completed in nine months.
Antonín Hemmer, ALTRON’s Managing Director, explains, “we offered a comprehensive, turn-key solution for the new Seznam.cz data center. The project and preparatory works were followed by the supply of the complete data center technology equipment, including ABB UPS products: eight DPA 250s each fitted with five power modules, a DPA UPScale RI 60 fitted with three power modules and two PowerWave 60s as well as the follow-up IT services to ensure trouble-free and safe operation.”

Apart from freeing Seznam.cz from reliance on commercial data storage providers, the company can now benefit from high reliability and failure-free operation as well as plenty of space for future development of services for end users. Antonín Hemmer continues, “ALTRON’s implementation of the data center also allowed the data center to be adapted to the technologies available and not the other way round, as often happens when placing a data center within an existing structure. This has brought numerous benefits – for example, it is easy to move things around and we can have separate high-safety corridors. The data center is also designed for future enlargement with minimal additional investment.”

The new Tier III category data center achieves over 99.982 percent availability and offers 600 m² for IT equipment, which consumes around 1 MW. The data center achieves a high PUE (power usage effectiveness) of under 1.2 and is fully configurable to suit different client needs. The solution also includes a remote monitoring service run from the ALTRON supervisory center which complements the customer’s on-site supervisory pro-active service.

The installation provides a textbook example of the benefits of ABB’s UPS decentralized parallel architecture (DPA): A DPA UPS is modularized and each module has all the hardware and software needed for autonomous operation, resulting in high availability. Should one module fail, the others take up the load. Apart from high reliability, the units are highly efficient too – an important factor for an application such as a data center that has high power consumption. Critically, DPA’s scalability makes it very easy to add UPS capability as power requirements grow. Modules can be swapped without powering off too, making maintenance simple and preserving uptime.

“ICT and data centers represent the essence of our ability to render high-quality services to web visitors and users since 1996. Our decision to build our own data center resulted in us establishing a long-term cooperation with ALTRON. As the main contractor, ALTRON ensured the entire process of construction work and commissioning. Thanks to its professional approach, open business model and ABB’s most innovative UPS technology, ALTRON fulfilled all our expectations,” says Vlastimil Pečínka, Seznam.cz’s technical director.

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