

Frost & Sullivan Applauds Excool for Being the First Company to Introduce Indirect Adiabatic and Evaporative Cooling for Data Centres in Europe

The unique, purpose-built data centre cooling product is potentially disruptive as it eliminates the need for mechanical cooling

LONDON, U.K. — 10 November 2016 - Based on its recent analysis of the data centre cooling market, Frost & Sullivan recognizes Excool with the 2016 Europe Frost & Sullivan Entrepreneurial Company of the Year Award. Excool's game-changing, compressor-free cooling product has emerged as an environment-friendly and cost-effective cooling device for modern data centres. The company leveraged its strong technology expertise to develop the system based on indirect adiabatic and evaporative cooling technology, and perfected it for the mainstream market. By targeting it specifically at the data centre industry, it has set itself apart from both traditional and peer solution providers.

Excool also boasts key technology differentiators such as its heat transfer medium, adiabatic data centre cooling method, and more importantly, the synergy between the two. It uses outdoor air as a cooling medium that indirectly cools the indoor air supply by passing the heat through a specially designed series of high-efficiency heat exchangers.

"Excool's ability to achieve heat transfer without outdoor air entering the building is commendable, as this creates a stable environment and averts hazards such as fire and prevents air pollutants and salt aerosol from entering the building," said Frost & Sullivan Senior Industry Analyst Gautham Gnanajothi. "By doing away with the need for energy-hungry mechanical cooling, Excool dramatically reduces end users' infrastructure, operational, and maintenance costs."

The company has displayed exceptional commitment towards enhancing its manufacturing processes. It reduced its product build hours by 50% over the past two years and passed on the cost benefits to customers.

Furthermore, Excool's product uses less water than competing solutions and is approximately 40% smaller and 45% lighter. It uses high-quality components and non-ferrous materials, enabling the company to offer a 20-year corrosion-free warranty. Its in-house heat exchanger uses a composite material instead of the commonly used aluminium, which makes it resistant to corrosion and leaks.

Additionally, the reduced dependency on mechanical cooling lowers the electrical demand which in turn has a positive impact on capital expenditure. Generators, transformers, electrical distribution, switchgear and diesel storage all get smaller.

At the concept stage, Excool not only achieved higher reliability and efficiency metrics than competing systems, but also invested in a climate-controlled demonstration suite to showcase the test results. This demonstration went a long way in helping the company acquire Tier I customers such as Digital Realty.

After pioneering the indirect adiabatic and evaporative cooling technology in the European market, Excool hopes to make a mark in the North American market. Even though there are similar products in the North American market, Excool is confident that its advanced technology and excellent quality will earn it considerable success and elevate its position in the global market.

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in devising a strong growth strategy and robustly implementing it. The recipient has shown strength in terms of innovation in products and technologies, leadership in customer value,

and speed in response to market needs. In short, the award looks at the emerging market participants in the industry and recognizes their best practices that are positioned for future growth excellence.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

About Excool

Excool Ltd. provides low energy cooling solutions to the data centre market utilising energy efficient Adiabatic and Evaporative cooling of the outdoor air to cool the indoor air indirectly via plate heat exchangers.

Based in the West Midlands, UK they have developed their own specific environmental test chamber and the end result is a reliable, energy saving, compressor free cooling product.

They employ a fully skilled Refrigeration, Heating, Electrical and Control Engineering workforce. People are the foundation upon which Excool has developed, enabling them to carry out all aspects of design, manufacture, test and commission in-house. Continued personnel development is encouraged to ensure we stay at the forefront of the industry and to comply with the current and foreseeable legislation.

Excool is now being installed on projects internationally.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Our "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- ***The Integrated Value Proposition*** provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- ***The Partnership Infrastructure*** is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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Contact:

Chiara Carella

P: +44 (0) 207.343.8314

F: 210.348.1003

E: chiara.carella@frost.com

Joanne Gines

T: +44 1527 492750

E: joanne.gines@excool.com