A Message From Stewart

Welcome to the first edition of our monthly newsletter.

We created this newsletter to provide you with a go-to source for honest, unbiased insight into the data centre and wider tech sector. In this edition, you can explore our latest insights on the growing trend of public cloud repatriation, and why some organisations are still not getting their IT resilience plans right.

If there's a topic or challenge that you'd like us to explore in future editions, please get in touch and let us know.

We look forward to sharing updates, insight, and developments from across the industry in the months ahead.

Thank you for subscribing.

Stewart Laing, CEO

Stewart Laing

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Cloudflare, Concentration Risk and Resilience-by-Design

> " **The Cloudflare outage is another reminder that too much of the UK's digital infrastructure still depends on a handful of global platforms" – Stewart Laing, CEO**

Over the past few months, conversations with customers, partners and industry leaders have underscored just how overlooked resilience planning for critical infrastructure has been.

The latest Cloudflare incident showed how a reported configuration issue in a single global platform can degrade access, authentication and content delivery for organisations. Incidents like this, and the recent AWS outage in Virginia, expose how today's internet has become so dependent on one or two suppliers.

Stewart gives his thoughts on these recent outages in these articles.

Cloudflare outage exposes global risks of digital centralise **Read here**	**Resilience or reliance? The lesson behind AWS's October outage** **Read here**

These topics shine a light on business preparedness for outages; the fact is, businesses must plan for failure, not simply to avoid failure.

Our **recent research** found that 72% of organisations experienced at least one major disruption in the past 12 months, with only 31% reporting that they felt extremely confident in their business continuity and disaster recovery plans. And just 36% reported that they regularly test their Recovery Point Objectives!

Those figures echo what happens every time a single outage takes services offline globally and underline why resilience needs to be designed into IT infrastructure and treated as a board-level responsibility.

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Partnerships Announcements

Asanti Welcomes Sumillion in Partnership with Northamber

We're pleased to share that Sumillion Limited, widely recognised as one of the UK's most sustainable IT resellers - has joined the Asanti partner ecosystem through our collaboration with Northamber.

This partnership brings together organisations with a shared focus on building responsible, future-ready IT infrastructure, helping customers meet ESG objectives while maintaining the performance and resilience their environments depend on.

Reflecting on the announcement, Stewart Laing, CEO of Asanti, said:

"As one of the UK's most sustainable resellers, Sumillion shares our belief that technology must drive positive change for both business and the planet. Together, we can give IT leaders the confidence that their infrastructure decisions are high-performance, scalable, and aligned with their ESG commitments."

Through this collaboration, Asanti, Northamber and Sumillion aim to support organisations across the UK with solutions that are resilient, responsible and ready for the future.
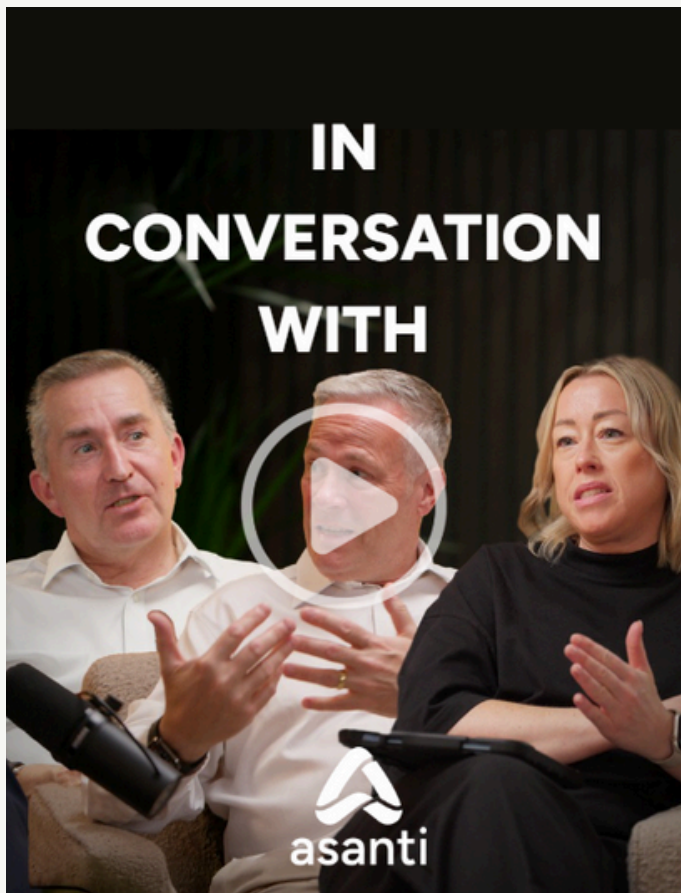
Read the Full Press Release

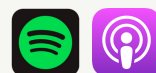# Have You Heard Our Latest Podcasts? Watch or Listen Anywhere

Earlier this year we launched our podcast "In Conversation With" where our aim is to host industry leaders, practitioners and founders, to tackle some of the biggest topics in the data centre and wider tech sector. Across our two series, we have explored everything from hybrid cloud strategy and data sovereignty to AI's impact on infrastructure and how data centres are evolving as critical national infrastructure in the UK.

One episode that feels particularly relevant right now is "IT Resilience: Why Planning for Failure is The Real Key to Physical & Cyber Resilience", featuring Ian Stuart, Director of Technical and Compliance at Livingston. Ian spent 11 years prioritising resilience in critical environments at NatWest Group, and Brett Rowe, Founder of Securus Communications. Brett is a leading UK cyber security expert. Together they unpack why resilience is about more than redundant systems, how the "currency of competency" determines whether teams can respond under pressure, the hidden risks buried in supply chains and building systems, why prevention rather than ransom payments is the only real defence, and how AI is reshaping both attacks and defences – offering leaders a rare 360° view of risk and resilience in practice.

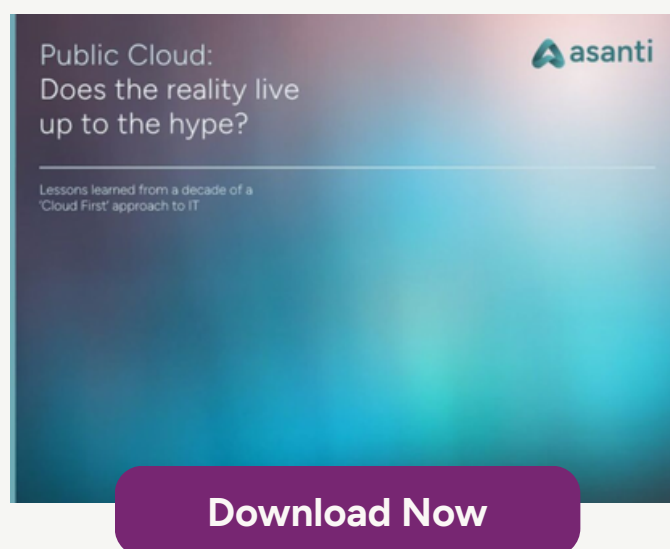You can watch or listen on your favourite platform.

Watch or Listen Now

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To Public Cloud or Not To Public Cloud?

In July 2024, we commissioned market research which looked into the 'cloud first' strategy adopted by many organisations. Our research told us that 91% of organisations were repatriating all or some of their IT infrastructure out of the public cloud, the #1 reason? COST! Recently, we all just witnessed a massive AWS outage which has taken a huge number of financial, SAAS and UK public sector website and apps offline.

**Public Cloud:
Does the reality live
up to the hype?**

Lessons learned from a decade of a
'Cloud First' approach to IT

Download Now

A Closer Look at Cloud Cost Reality

If you are considering repatriating some or all of your infrastructure from public cloud and need evidence to make a business case, check out this LinkedIn post from 37 Signals Owner & CTO, David Heinemeier Hansson, its a real-world case study where he even shares what they "squandered" on cloud fees and what they are paying for on prem now.

Cloud Expense	AWS	Google	Total
FY2017	279,118.13	640,225.90	919,344.03
FY2018	1,101,819.06	2,063,598.48	3,165,417.54
FY2019	1,967,116.01	1,515,841.52	3,482,957.53
FY2020	2,660,822.64	63,530.57	2,724,353.21
FY2021	3,517,839.82	191,286.58	3,709,126.40
FY2022	3,129,714.23	23,158.76	3,152,872.99
FY2023	2,455,868.01	8,129.81	2,463,997.82
FY2024	1,290,431.82	8,418.70	1,298,850.52
FY2025	938,896.34	5,938.95	944,835.29
Cumulative To Date	**$ 17,341,626.06**	**$ 4,520,129.27**	**$ 21,861,755.33**

Read the Full Post on LinkedIn

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Inside Asanti

At Asanti, our aim is to offer the UK data centre market a different choice - a resilient, sovereign, UK-based infrastructure that is designed for continuity, not just convenience.

Our 6 UK data centres are strategically paired for business–live and disaster recovery, powered by 100% certified green energy and backed by 99.99% uptime SLAs, so your critical workloads stay close to users, your data stays under UK jurisdiction, and your business stays online.

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We'd love your feedback

If you have any questions, feedback, or suggestions for our next issue, please email us at marketing@asanti.com

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