What’s the Point of Us?

June 2016

What is techUK?

techUK is the trade association representing the digital technology sector in the UK. techUK is proud to represent UK data centre operators and cloud service providers. We offer a comprehensive and influential programme of activity. Our objective is to ensure that the UK offers a business and regulatory environment in which the sector can flourish.

What do we do for data centre operators?

1. We deliver an influential, policy-focused programme of activity to reduce risk and cost for our members:
   - We intervene in policy (i.e. we change stuff). This could be positive, seeking a level playing field but more usually we resist regulation that will be harmful to the industry
   - We mitigate what we can’t change (simplify requirements and reduce cost – we’ve negotiated streamlined compliance procedures for certain regulations)
   - We inform the industry – alert the sector to business risks of all types – most recently through our risk radar series and accompanying briefings.

2. We build communities of interest to expand networks and create business opportunities
   - We create opportunities for members to understand how they can meet the needs of large customers like government.
   - We engage a wide range of stakeholders on technical topics or problematic issues like skills.
   - We bring together government and industry to work collaboratively on issues affecting the sector.
   - We provide a two way translation service – explaining policy to operators (see our Compliance roadmap) and explaining the sector to policy makers (see our Data Centres for Tiny Tots).

How is it led and delivered?

The techUK Council of Data Centre Operators provides strategic direction for the programme. The Council is supported by a Technical Committee that also provides an interface to deal with queries from external stakeholders, especially pre-consultation studies or technical studies to inform policy making. Other specialist groups address topics ranging from professionalism to generator emissions. The programme produces a great deal of content including policy positions, consultation responses, technical reports, infographics, explanatory briefings, thought leadership and informal commentary.

What are we doing at the moment? Current focus areas include

- Thought leadership on
  - The future energy impacts of the sector and how that will be influenced by technological development, by consumers and by policy,
  - The role of the data centre within the smart city
  - The UK as a location of choice for data centre operators and investors;
  - London as a destination for data centre customers
  - Energy security and the role of renewables in data centre power provision

- Topics we are briefing members on include energy security, energy taxation, physical risks, market developments, regulatory compliance issues, data protection, data sovereignty and data security, among others (see our risk radar).

- Topics currently involving policy dialogue include: EII, IED/EPR, MCPD, EU ETS, BEMP, EcoDesign, EU CoC among others. To learn more about this alphabet soup and why it matters, sign up to our regular data centre policy update.
So what have we actually achieved?

- Influenced policy, changed UK law, negotiated a tax concession (Climate Change Agreement) worth around £200M for the UK sector.
- Reduced regulatory burdens, identified business risks, mitigated them.
- Built a community of interest, shared technical knowledge, educated policy makers.
- Developed thought leadership, improved external perceptions of the sector.

Who are our members?

techUK is a broad based digital technology association and therefore represents businesses ranging from consumer electronics manufacturers to software developers. Within the data centre programme, the full spectrum of business models is present: wholesale colocation, carrier-neutral retail colocation, carrier based provision, hosting, managed services, systems integration, public cloud, private cloud, hybrid cloud, broader IT services and pure enterprise, plus everything in between.

Around 500 individuals from 137 companies are members of techUK’s data centre programme. They range from global multinationals to recent start-ups and include 4D-DC, Ark, Atos, Barclays, BT, CapGemini, CenturyLink, Colt, CSC, DataCentred, Dell, Digital Realty, Equinix, Fujitsu, Global Switch, HPE, IBM, Intel, IO, Iomart, NGD, Onyx, Pulsant, Rackspace, Sungard, TelecityLON, Unisys, Virtus and Vodafone. We also have advisors like CBRE, Deloitte and Cushman & Wakefield, suppliers and consultants like FutureTech and Schneider-Electric, as associate members.

Links to further information

Overview of Q1 Activity 2016
Data Centres for Tiny Tots
Risk Radar overview
Generator Compliance Roadmap (Cones of Pain)
Data Centres Council
CCA First Findings Report, 2014
CCA Report of Progress Against First Target, 2015
CCA information and guidance
All these and others can be found at: https://www.techuk.org/focus/programmes/data-centres

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About techUK

techUK represents the companies and technologies that are defining today the world that we will live in tomorrow. The tech industry is creating jobs and growth across the UK. In 2015 the internet economy contributed 10% of the UK’s GDP. 900 companies are members of techUK. Collectively they employ more than 800,000 people, about half of all tech sector jobs in the UK. These companies range from leading FTSE 100 companies to new innovative start-ups. The majority of our members are small and medium sized businesses. www.techuk.org