

# ENHANCING AND IMPROVING DATA CENTRE SECURITY

Peter Dempsey, Axis Communications, looks at the benefits of physical security technologies for data centres to improve security and transform operations for greater resilience and efficiency.



Peter Dempsey has spent 25+ years in the security sector undertaking various roles that have seen him take responsibility for key elements of mission critical, high profile projects across a number of different vertical markets. For the last two years Peter has focused his attentions on how security technologies best support a business's security strategy, whilst driving the adoption and elevating the importance of cybersecurity and emerging technologies for physical security practitioners in the Data Centre vertical. As the Industry Liaison Manager for Axis Communications, Peter has been instrumental in driving the Axis strategy for Data Centres across Northern Europe and the wider EMEA region. Peter's passion for Data Centres can be traced back to the huge success in Ireland with Hyper Scale and Multi-Tenant Data Centre (MTDC) deployments over the last number of years, the key to this success was his commitment to deliver a reliable sustainable solution that delivers every time and that will mitigate any downtime.

The growth of cloud services and hyperscale computing means that more people than ever before are relying on the sheer power and capacity that data centres provide. And consumption of data is growing rapidly as a result of modern behaviour patterns. On 4th April 2020, research found that 50,000 years' worth of media was live-streamed on one day in the US alone. Advancements in artificial intelligence, the advent of 5G, video-on-demand and an ever-increasing number of IoT devices only add to the challenge.

Indeed, 2020 saw a maturing of the data centre landscape in response where a two-tier provision is possible with remote sites used for archival storage and smaller higher performance facilities delivering immediate response closer to conurbations. In addition, they have shifted from an IT support system to a scalable on-demand service to enable business and whole economies to keep working and stay connected.

Yet, as data centres grow and are increasingly spread out, monitoring operations and guaranteeing high levels of security can prove challenging. Personnel are under increasing pressure to guard against threats both physical and cyber in nature. Any disruption to

operations could prove catastrophic, with periods of downtime having significant cost implications and causing massive disruption to the people and businesses that now rely so heavily on this seamless transfer of data as part of day-to-day living. It is therefore essential that appropriate tools and technologies are put in place to provide comprehensive, overarching protection, and that such solutions are fully scalable as data centres continue to expand and evolve.



## A five-layered approach to site security

Axis' integrated video and audio solutions can be employed to protect data centres and ensure smoother operation. Our five-layered approach covers perimeter, premises, buildings, server rooms and server racks, using network enabled security products with edge-based analytics, resulting in a truly intelligent solution that offers comprehensive end-to-end protection. Detecting and resolving incidents becomes straightforward, and the potential to apply a range of cameras and sensors will give operatives complete peace of mind.

Axis network video and audio helps protect the perimeter of the data centre by utilising video surveillance

with facial recognition analytics also used to manage entry to buildings, rooms, and even individual server racks. Network audio can also play a role in protecting against crime from internal sources, with alarms and alerts triggered by network cameras monitoring for unusual activity within the data centre's many buildings. Such activity might include a server rack being accessed without authorisation, staff members acting suspiciously or attempts to access controlled areas at unexpected times.

## Cybersecurity and sustainability

With so much data at stake, having a system that is highly secure but also fully scalable as the data centre grows is absolutely imperative.

surveillance systems, lowering bandwidth and storage requirements by an average of 50%. In addition, Axis cameras are equipped with edge analytics capable of processing video data within the device itself without the need to continually transfer video across the network for analysis, reducing bandwidth and power consumption. Finally, AXIS Lightfinder technology delivers superior forensic detail even in almost complete darkness, limiting the need for lighting.

As a signatory to the UN Global Compact, Axis is a trusted provider of physical security solutions and a champion of sustainability and ethical practices. It is ideally positioned to help the modern data centre secure its assets and protect its premises while also meeting its operational requirements and sustainability targets. A partnership with Axis is a step towards a smarter, safer world.

1. <https://www.infinera.com/blog/are-you-part-of-the-4-comma-club/tag/optical/>
2. <https://on24static.akamaized.net/event/26/52/12/7/rt/1/documents/resourceList1601294964064/99821008210sustainabilityreport451researchen211601294962692.pdf>

## Learn more about Axis' solutions for data centres:

<https://www.axis.com/en-gb/solutions/solutions-by-industry/data-centers>

## About Axis Communications

Axis enables a smarter and safer world by creating network solutions that provide insights for improving security and new ways of doing business. As the industry leader in network video, Axis offers products and services for video surveillance and analytics, access control, and audio systems. Axis has more than 3,000 dedicated employees in over 50 countries and collaborates with partners worldwide to deliver customer solutions. Founded in 1984, Axis is a Sweden-based company listed on the NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).

