

## CASE STUDY

# SAUDI ENTERTAINMENT VENTURES, RIYADH: QUICK-STEP TO THEIR OWN DATA CENTRE

When a new IT solution is needed in a rush it is important to find the right partner. This is demonstrated by the installation of the new data centre at the SEVEN headquarters in Riyadh.



Saudi Entertainment Ventures (SEVEN) was established in December 2017 as a subsidiary of the Public Investment Fund (PIF), the driving force behind the numerous development and infrastructure projects forming part of "Vision 2030", to which the promotion of Saudi Arabia's entertainment industry also belongs.

SEVEN is the first group of companies to receive a licence to operate cinemas in the Kingdom. The SEVEN complex in Riyadh includes sport and entertainment offerings, live shows, cafés and restaurants.

For the future the group is planning 20 further such complexes, two theme parks and 50 cinemas throughout the country.

### Tight delivery schedule

In mid 2020 Datwyler was awarded the contract for a mini data centre at the SEVEN headquarters in Riyadh. Although the delivery deadline was only two weeks, Datwyler was able to provide all the materials on time.

This was primarily thanks to Blinks International Trading, a Datwyler distributor in Saudi Arabia, which holds a comprehensive stock level able to meet all client requirements and ensure fast delivery.

The Datwyler Mini Data Centre was installed in September 2020. It comprises a power rack, three IT racks, an in-row cooler and various subsystems which include a UPS, intelligent PDUs and others systems for fire alarm, fire suppression, access control and for monitoring environmental conditions in the racks.

The data centre solution was installed by Hawsabah, a system integrator certified by Datwyler.

### Flexibility the key to success

Hawsabah and Datwyler work in close partnership. They both strive to provide their clients in Saudi Arabia with efficient, customised technical solutions and services. Another thing the two companies have in common is the great flexibility of their teams. This is particularly vital in



time-critical projects. In the case of the mini data centre at the SEVEN head office, the strong commitment of Haw-sabah's qualified system engineers was once again instrumental in the project's success.

As for awarding the contract to Datwyler, the response of Ahmed Sadek, IT Project Manager of Saudi Entertainment

Ventures, was a positive one: "The unparalleled support, technical know-how and great flexibility of all those involved has confirmed our conviction that it was right to entrust this project to Datwyler. We shall also work with Datwyler on our future projects."

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