



# Case study

## Awareness Software Limited's partnership with Datum

Back in 2014, Awareness Software Limited set out to find a data centre partner that could meet its stringent power delivery needs. Here we reflect on how the right long-term partnership has helped to power growth, innovation, and long-term success.

[www.datum.co.uk](http://www.datum.co.uk) ↗

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# Introducing: Awareness Software Limited



Based in Stockport, Manchester, Awareness Software Limited specialises in IT support, private cloud services, and bespoke software development. Since moving to their Stockport premises in 2017, the company has grown into a team of over 60 professionals dedicated to delivering high-quality solutions and putting customers first.



A W A R E N E S S  
S O F T W A R E  
L I M I T E D

[www.aware-soft.com](http://www.aware-soft.com)

## Why Datum?

The collaboration with Datum began in 2014 under Datum's previous identity, Teledata UK ('Datum'). Having worked with data centres in London in the early 2000s, the team at Awareness Software Limited was eager to establish a local Manchester-based partnership for greater accessibility. They selected Datum as one of their two data centre partners.

Originally envisioned as a secondary site for backup and disaster recovery, the arrangement with Datum progressively evolved. Following operational challenges with their other data centre partner, Awareness Software Limited shifted the majority of their private cloud and hosting services to Datum's MCR1 data centre, making it their new primary facility.

## Developing the partnership with Datum

MCR1 emerged as ‘ahead of the curve’ when it came to data centres in Manchester — an optimal fit, according to Awareness Software Limited, due to its ability to meet the increasing demands for higher power density. Key features such as redundant power systems offering higher densities than competitors, and maturity in Border Gateway Protocol (BGP) provider options made Datum a strong choice.

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Primarily, it was the redundant power delivery and higher densities – things were already moving to greater density in 2014, and MCR1 was one of the few facilities that could deliver that.

**Dr Philip O'Malley** | Technical Director  
Awareness Software Limited



## Why Datum stood out

Datum’s capacity to deliver advanced power solutions well ahead of industry standards was a key differentiator. Moving towards higher density workloads without compromise was critical for the company’s ambitions. Furthermore, by the time they initiated the transition, MCR1’s ecosystem of onsite BGP providers had significantly matured, reducing reliance on external connections — a factor that proved incredibly valuable.

Beyond the technical capabilities, the relationship with Datum benefited from a collaborative commercial agreement and trusted rapport with their account contacts, ensuring smooth transitions and operations.

## Overcoming challenges

While the business has reaped the benefits of shifting to Datum's facilities, they have inevitably navigated a few challenges along the way:

- **MCR1 at capacity:** now that MCR1 has reached capacity, expanding into Datum's MCR2 facility during 2025 remains a priority for Awareness Software Limited, allowing them to realise significant growth ambitions.
- **Physical space for specialist equipment:** adapting to unique infrastructure needs, such as 1,100mm racks, initially posed challenges. However, Datum's team worked proactively to resolve these by making space and accommodating specialised requirements.

## Benefits realised

- **Fast turnaround for installations:** Datum's accommodating team has streamlined installations and interconnects, ensuring projects move forward without unnecessary delays.
- **Reliable resilience and power:** Datum's early adoption of high-power configurations has aligned perfectly with Awareness Software Limited's need for scalable, dense deployments.
- **Strong human relationships:** beyond business, Awareness Software Limited values the personable and practical collaboration they've experienced with the Datum team.

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The staff have always been very accommodating and can turn around installs and interconnects very swiftly when needed. It's just a good bunch of folks to have a human chat with and get to a good result.

**Dr Philip O'Malley** | Technical Director  
Awareness Software Limited



## Looking ahead: the future of the partnership

Awareness Software Limited anticipates the continued collaboration and expertise Datum offers to support their evolving needs, and envisions an expansion into Datum's new MCR2 facility once this goes live in Q2 2025 in order to consolidate services and maintain growth.

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