

# Corporate brochure

OUR MISSION: ORGANIC DESIGN





# OUR CORPORATE MISSION, ORGANIC DESIGN

Data centers are essential links in the digital world. They are becoming more and more numerous in the world. Today, as the digital economy can no longer ignore the impact of its growth on society in real life, APL is committed to minimizing the environmental footprint of its data centers, which are strategic links and pillars for an eco-friendly digital economy.

In this context, APL has redefined its mission: to create data centers that have a symbiotic relationship with their environment so that the increasing use of digital technology and the growing number of data centers to support those habits can be sustainably compatible with the development of our cities.

As such, we are committed to supporting our clients at all stages of the life cycles of their infrastructure, from design to operations. We continuously improve our solutions by adapting to the evolution of needs and risks. We guarantee for our clients data centers that are more secure, more powerful, scalable, and eco-friendly because they have been designed from the beginning with an obsession for continuity of service and energy performance.

Freed from these constraints, our clients and end users can fully focus on generating value from data processing.

—

**Robert Bouchard**, Chairman of APL

# APL, A DATA CENTER EXPERT SINCE 1983



## 8 LOCATIONS

- |            |             |                 |
|------------|-------------|-----------------|
| ○ Paris    | ○ Marseille | ○ Lausanne      |
| ○ Lyon     | ○ Rennes    | (Switzerland)   |
| ○ Bordeaux | ○ Toulouse  | ○ Milan (Italy) |

## OUR INTERNATIONAL COVERAGE

West Indies	Luxembourg	Tunisia
Belgium	Morocco	Congo Republic
Côte d'Ivoire	Niger	
Djibouti	New Caledonia	
Spain	Poland	
Indonesia	Switzerland	
Italy	Togo	

## OUR ACCREDITATIONS



## KEY FIGURES

**€62.3M**

turnover in 2024

**40+**

years of experience

**260**

employees





# HOW ORGANIC DESIGN WORKS

1.

## — INTEGRATION OF THE DATA CENTER INTO ITS ENVIRONMENT

### **Bouygues Télécom**

—  
Integration of edge data centers into the urban environment (5G)

### **Terrinnov**

—  
Collecting heat from the data center for an eco-neighborhood

2.

## — ENERGY OPTIMIZATION

### **Air France**

—  
Collecting heat for 8,500 m<sup>2</sup> of office space

### **Orange**

—  
Energy optimization of the data center using free cooling by air

3.

## — SCALABILITY

### **Cellnex**

—  
Urbanization of data centers to absorb the growth of the hosting business

### **SFR**

—  
Modular data center architecture

4.

## — REDUCED IMPACT ON THE ENVIRONMENT

### **BNP Paribas (BP2i)**

—  
Measurement of environmental impact of cloud architecture

### **GreenConcept**

—  
Eco-design of digital services

5.

## — CONSTANT INNOVATION

### **R&D**

#### **Le "Lab by APL"**

—  
Research project "NegaOctet"  
European data center benchmarking

### **Tests et mises en œuvre**

—  
Evaluation of software-defined network  
New modular designs



# ORGANIC DESIGN, A NEW STAGE IN APL'S GROWTH

**APL has a history of delivering high performance, maximum security, and optimization of the overall footprint of its data centers. This commitment to quality has resulted in regular, tangible innovations, notably regarding:**

## **ENERGY PERFORMANCE**

Controlling energy consumption to reduce direct and indirect costs.

## **ADAPTABILITY**

Of live, scalable infrastructure, which ends up in the long term being much less costly than demolition and reconstruction.

## **AGILITY**

Of processes and methods to anticipate the exponential growth of needs in the market.

**Organic Design**  
is a new way of thinking about this commitment in the long run. It is a measurable approach to quality that engages all of our business lines, focusing on our areas of expertise.



## SOME ORGANIC DESIGN CREATIONS

Air France

### RENOVATION OF AN IT CENTER CREATED IN 1977

Project management. Improved continuity of service and optimized energy performance.

New IT rooms with extra technical equipment and obtained a subsidy from ADEME for the installation of a heat recovery system to provide heating to 8,500 m2 of office space adjacent to the data center.



Advanced MedioMatrix

### CREATION OF A HOSTING DATA CENTER IN METZ, FRANCE

A turnkey data center.

An integrated solution for an Organic Design data center with a reduced environmental impact. Establishment of a direct free-cooling system, a system for rainwater collection, a heat recycling system, and solar panels.





## SOME ORGANIC DESIGN CREATIONS

Digital Realty (ex Interxion)

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### CREATION OF A SECOND HOSTING DATA CENTER IN MARSEILLE, FRANCE, USING RIVER COOLING TECHNOLOGY

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Project management assistance.  
Monitoring of the project.

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Full rehabilitation of two warehouses at the port of Marseille dating from the 1950s. Support during construction and commissioning to create a data center that takes advantage of existing resources and blends into the port environment.



RATP

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### CREATION AND START-UP OF A DATA CENTER WITH LOW ENERGY CONSUMPTION

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Project management assistance.

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Advising and assistance during creation of a scalable, low-PUE data center incorporating energy optimization thanks to the installation of an individual, direct free-cooling system. Creation of the hosting strategy and assistance with operations start-up.

# OUR AREAS OF EXPERTISE



**BUILDING & FLUID DYNAMICS**

**DIGITAL SUSTAINABILITY**

**IT INFRASTRUCTURE**

...

THROUGHOUT THE ENTIRE DATA CENTER LIFE CYCLE



# BUILDING & FLUID DYNAMICS



## CONSULTING / PROJECT MANAGEMENT ASSISTANCE

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Assistance with choosing hosting solutions and overall support for the implementation of projects

- Auditing and evaluation
- Hosting strategy
- Identification of needs/planning
- Market analysis and benchmarking
- Training

## LOW-IMPACT CONSTRUCTION

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Construction of resilient data centers with a low environmental impact, offering project management or turnkey solutions

- Preparation for performance of construction work
- Project management
- Construction
- Commissioning and handover
- Operational start-up

## ECO-FRIENDLY DESIGN

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Designing efficient data centers that are integrated into their environment

- Building and fluid-dynamics studies
- Creation of architecture for IT systems
- Energy optimization and metrics

## STRONG OPERATIONS

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Maintaining data centers in operational condition and incorporation of best practices for operations

- Diagnostics and recommendations
- Governance and optimization
- Security
- Maintenance management (KPIs, dashboards)



# TWO COMPLEMENTARY AREAS OF EXPERTISE

## DIGITAL SUSTAINABILITY

In 2018, APL acquired Neutreo in order to expand its range of services and further its Organic Design mission.

Today, the «Neutreo by APL» department supports players in the digital economy with their environmental challenges, bringing together the trends of digitization and eco-friendliness.

### 3 types of operations:

ENVIRONMENTAL EVALUATION  
OF DIGITAL SERVICES AND  
ECO-DESIGN

CERTIFICATION  
SUPPORT

STRATEGY  
AND  
COMMUNICATIONS

## IT INFRASTRUCTURE

This department develops a symbiotic relationship between IT equipment and its support infrastructure (energy, air conditioning, connectivity). The department's goal is to optimize the usage of data center IT resources and networks in terms of performance, security, and environmental impacts.

### 5 types of operations:

HOSTING  
STRATEGY

DIGITAL TRANSFORMATION  
AND  
CHANGE MANAGEMENT

IT ROOM DESIGN,  
ENGINEERING  
AND URBANIZATION

PHYSICAL RELOCATION  
AND  
MIGRATION TO THE CLOUD

MANAGEMENT  
OF MULTIDISCIPLINARY  
PROJECTS



# CERTIFICATION SUPPORT

To align infrastructure projects with the highest performance standards, APL supports its clients in obtaining certifications for continuity of service, energy and environmental performance, and physical and logical security.

## CONTINUITY OF SERVICE



EN 50600-x

## PHYSICAL AND LOGICAL SECURITY



## ENERGY AND ENVIRONMENT





# CUSTOMER REFERENCES

## HOSTS



## IT & TELECOM FIRMS



## PRIVATE SECTOR



## PUBLIC SECTOR





# A LABORATORY OF INNOVATION TO TRANSFORM R&D INTO TANGIBLE PROJECTS

## The «Lab by APL» is a hub for our research efforts

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### THIS INNOVATION LAB OPERATES IN A NETWORK:

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- . It supports APL's community of engineers and draws from their work.
- . It plays a role as an interface between public-sector laboratories and our clients in industry.
- . It contributes to scientific research by writing scientific publications, white papers, and documents for the general public.
- . It establishes partnerships with an ecosystem of leading actors in software design, urban planning, energy, and more.

### TODAY, THE INNOVATION LAB HAS:

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- . **7** projects research and innovation projects in progress, including 3 supported by ADEME, France's green transition agency.
- . **40%** of APL engineers and 2 PhDs contributing to its work.
- . **11%** of APL's gross margin dedicated to R&D.



ISO 9001  
ISO 14001  
BUREAU VERITAS  
Certification



**PARIS (HQ) . LYON**

BORDEAUX . MARSEILLE . RENNES . TOULOUSE

LAUSANNE (SWITZERLAND) . MILAN (ITALY)



AFRICA  
DATA CENTRES  
ASSOCIATION



APL-DATACENTER.COM