



PRESS RELEASE

NIU LAUNCHES 4TH DATA CENTRE TO FULFIL 50% INCREASE IN DEMAND FOR HOSTED SERVICES *GROWTH REFLECTS CHANGE IN ATTITUDES; AWARDS £1M INFRASTRUCTURE CONTRACT TO ORANGE* *BUSINESS SERVICES*

UK, 9th December 2009 – niu, the UK's leading provider of business IT solutions, today launches its fourth UK data centre following a 50% increase in hosted network and application services contracts this year. niu, which also provides services to IBM and Orange Business Services' mid-market customers, says this increase comes in response to its continued business success and a growing demand for outsourced ICT services.

Steve Bedford, technical director at niu, explains; "2009 has seen a shift in attitudes toward hosted and cloud-based services. The recession has encouraged organisations to adopt OPEX-based ICT strategies, and those that would have normally dismissed hosted services have discovered that the reality and experience is far superior.

"With longer-term issues such as space, power and regulatory pressures on the horizon, these same businesses now regard hosted services as a more flexible method of procuring and using ICT to overcome these challenges.

"The ability to offset the complexity and capital cost of managing and upgrading network or operational IT services via a trusted third-party, for example, and tick the compliance box in doing so, is extremely compelling for many businesses."

Located outside of the M25, niu's latest data centre will also be the company's primary facility and is built to the highest specification featuring N+1 resilience and multi-operator connectivity. Additionally, the site will be used to bolster existing services such as disaster recovery, replication and 24/7/365 monitoring and management.

Andrew McFadzen, UK and Ireland Country Manager at Orange Business Services, said: "The ubiquity of high-speed networks and advances in optimisation technologies means dedicated hosted services are often the better option for assured connectivity at a manageable cost. This is especially important for businesses that are converging fixed and mobile applications, and want a consistently high quality of service."

McFadzen adds; “niu has spent over ten years fine-tuning its portfolio, and offers the most mature and innovative fixed and mobile services and applications in the UK market. As our longest serving partner, we have confidence that they can successfully deliver our customer’s business critical infrastructure.”

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About niu, www.niu-solutions.com

A fresh choice for managed business solutions and a trusted source of IT, voice, data and telecoms know how: niu creates unified solutions, implemented on-site or delivered ‘as-a -service’. Borne out of the acquisition and integration of Teline, EVD, Pasporte and Ipitomi, few if any, IT and telecoms providers can offer the breadth and depth of expertise that is inherent within niu.

Employing more than 200 people, niu forecasts a turnover in excess of £50 million and has over 40 years experience in servicing thousands of customers across all industry sectors. niu vendor partners include market leaders IBM, Orange Business Systems, Cisco, Microsoft, VMware, Mitel, Avaya and T-Mobile.

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