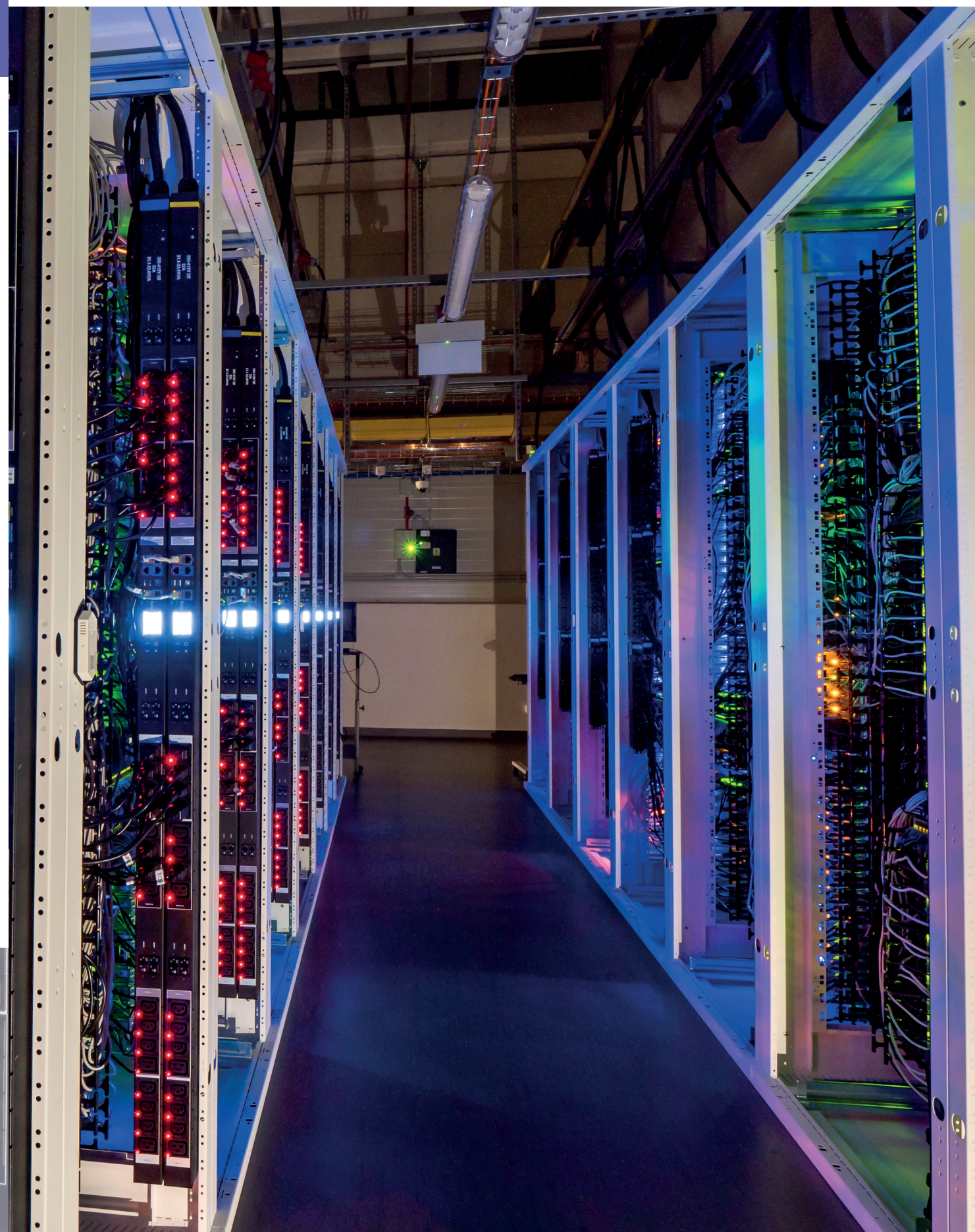


CUSTOMERCASE

SEZNAM, the Czech search engine giant, relies on Legrand for strategic datacenter and hardware growth



Seznam.cz a leading Czech Internet company, offering an impressive array of 50 services, including a search engine, highly popular maps, broadcasting and advertisement. Seznam, the Czech search engine titan, has adoptly tailored its offerings to meet the unique needs and preferences of Czech users. This includes localized search results, comprehensive language support, and a deep understanding of local culture and content, making it the preferred choice for natural native Czech speakers. Seznam's search engine holds a significant market share, with over 12% of Czech internet searches conducted through its platform.



RISING TO THE CHALLENGE

When their previous hosting partner terminated the contract, Seznam faced the daunting task of constructing a new 3MW data center within just 12 months. Seznam thrives on challenges and took this opportunity to deploy and test new technologies. The design they chose, feature direct free cooling utilizing rainwater and four power feeds, which are not commonly used in the Czech Republic. By eliminating the need for compressors, the data center achieves an impressive PUE (Power Usage Effectiveness) of 1.15, proudly showcasing itself as a green facility. The data center consists of two main rooms-one currently in operation and the other reserved for future expansion, with a total capacity of 200 racks.



Pečinka notes,

« Completing this project in such a short timeframe was a testament to our team's dedication and innovative spirit. The data center not only meets our current needs but also positions us for future growth. »

BUILDING THEIR OWN DATA CENTERS AND HARDWARE

Seznam doesn't just rely on third-party infrastructure; it builds their own data centers and hardware, mainly servers.



According to Vlastimil Pečinka, Seznam's Chief Technical Officer, « As an Internet company, physical infrastructure is a strategic part of our business. Operating it almost fully in-house not only gives us a competitive advantage but also paves the way for further innovation and business growth. »

This strategy has allowed Seznam to reduce dependency on external providers and maintain greater control over their operations.



VISIT TO RARITAN'S R&D LAB

A key factor in selecting Legrand's solutions was a visit by Vlastimil Pečinka and his team to Raritan's R&D lab in Zwickau, Germany. Previously, Seznam operated only basic PDUs in their data centers. However, the integrated solution proposal presented by Legrand convinced them to opt for Raritan's PX3-5000 PDUs, along with other Legrand technologies, including ODF racks, pre-connected fiber, copper solutions, fiber raceway, Cablofil wire mesh, transformers, and Starline busway. Despite the complex and time-pressured delivery, the collaboration with Legrand was remarkably smooth.

Pečinka reflects,

« Our partnership with Legrand has been instrumental in our data center evolution. The new technologies have significantly improved our operational efficiency and reliability. »



FUTURE PLANS FOR SEZNAM

As the CTO of a major Internet company, Pečinka keeps a close eye on developments in the AI world, both within and outside of Seznam. A significant question looms: will their AI developers need in-house hardware, or will they source it as a commodity from the market? In the near term, the second room in DC Nagoja is expected to start being populated in 2025. Although liquid chip cooling was initially planned for this room, Pečinka Vlastimil believes the technology won't mature soon enough.

Moreover, Pečinka has innovative plans to integrate Seznam's data centers into the Czech electrical grid. By utilizing the spare capacity of their motor generators and UPS systems to stabilize the grid, Seznam not only enhances their green credentials but also generates an additional income stream. This transformation of data center and supporting hardware costs into net income is a dream come true for any CFO. Pečinka comments,

« Integrating with the electrical grid not only supports our sustainability goals but also creates new revenue opportunities, turning a cost center into a profit center. »



IMPACT AND IMPLICATIONS

Seznam.cz continues to set benchmarks in the Czech Internet space, constantly pushing the envelope in technology and innovation while maintaining a solid commitment to sustainability and efficiency. Their approach offers valuable lessons for other companies:

1. Localized Focus: Tailoring services to meet local needs can significantly enhance user engagement and loyalty.
2. In-House Infrastructure: Developing proprietary infrastructure can provide strategic advantages and drive innovation.
3. Sustainability Initiatives: Investing in green technologies can improve efficiency and create new revenue streams.

By addressing challenges head-on and leveraging strategic partnerships, Seznam.cz exemplifies how Internet companies can innovate and thrive in competitive markets.