

Comcast Business Teams Up with Novva Data Centers to Help Shape the Future of Data Storage in Utah



Novva Data Centers will leverage Comcast Business services to power the state's largest hyperscale data center campus

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Comcast Business today announced that **Novva Data Centers** – a data center provider offering wholesale and multi-tenant colocation infrastructure services – has selected Comcast Business to provide dual 100G fiber routes using fully diverse pathways to its West Jordan facility, as well as a **40G Ethernet Dedicated Internet (EDI) connection**. The Comcast Business technology will help Novva power its data center with a fully redundant path fiber-based backbone for fast, reliable connectivity to the Comcast Business network for its customers.

"The collaboration between Novva and Comcast Business is indicative of the robust infrastructure and technological innovation that Utah can offer," said Theresa A. Foxley, president and CEO of the Economic Development Corporation of Utah. "Our state has much to offer the data center industry, as well as companies that need a high-performance presence in the computing cloud."

The demand for data and its applications continually increases and managing data can be a high-cost issue for many companies. Novva is designed to be a low-cost option and offers reliable, fast and flexible solutions for its clients. Set to open in May 2021, Novva Data Center's West Jordan data center needed a trusted industry partner to help the company provide fast and reliable connections while it grows its data footprint. Comcast Business' services will help Novva with improved latency and speeds, as well as the peace of mind that comes with redundancy, thereby bolstering the data center company's ability to respond to the explosion of data, the Internet of Things (IoT) and other trends that are continuing to push the data colocation space.

"Data is a 'trust business,' and that's reflected in our partnership with Comcast Business. We trust the speed, network and the infrastructure that's being built out," said Wes Swenson, Founder and CEO of Novva Data Centers. "The industry recognizes Comcast as a significant player when it comes to IP routing. On top of that, our clients trust Comcast Business and have already asked for their solutions, making the partnership a simple decision for us."

With a strong technology backbone from Comcast Business, Novva Data Centers can look to the future of innovation and growth. The company has already engineered more sustainable facilities that can function without water year-round and use solar energy. In addition, Novva Data Centers plans to shift to a fully automated model and build artificial intelligence functions into their management software to monitor cooling equipment, generators, power spikes, security and more.

The company also plans to expand its portfolio of campuses further over the next few years in various markets, including San Francisco.

“This partnership with Novva is a significant example of how Comcast Business services can support a full spectrum of industries on a broader scale through partnerships with data centers,” said Robert Thompson, vice president of Comcast Business for the company’s Mountain West Region. “We are excited to help shape the future of data storage and use with businesses seeking to innovate and transform their industries.”

For more information, please visit <https://business.comcast.com/>.

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation’s largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest-growing providers of Ethernet services. For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

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