

# Amesbury Consulting

**Amesbury Consulting is a boutique consultancy providing insight into the physical layer of the data networks** – one of the least understood, yet critical, components of datacenter connectivity.

**Since 2001 Amesbury has served more than 30 government, enterprise and commercial real estate clients**, including: The National Communications System/Department of Homeland Security, The City of Los Angeles, The Carlyle Group, Russo Development and Stream Realty Partners. We found our niche helping clients make informed decisions around datacenter development by reporting on the fiber optic networks running into and around properties.

**Amesbury brings real world perspective to datacenter connectivity.** From 2008 to 2017 Amesbury was on hiatus while Guy J. Ashton, our founder, took a fulltime position with Digital Realty Trust. Digital was rewriting the datacenter playbook at that time, and the opportunity to contribute was too great to pass up. Ashton used the expertise gained at Amesbury to bring carriers into 45 new-to-market datacenters across North America, EMEA and APAC. He negotiated over 400 carrier license agreements, managed 90 carrier point-of-presence rooms and documented connectivity assets across Digital's portfolio.

**Amesbury is partnered with select consultancies** to offer our clients a full suite of solutions. Prior to founding Amesbury, Ashton held positions in building access and business development for facilities-based telecommunications carriers such as Metropolitan Fiber Systems, RCN, and Brooks Fiber Communications as they built out their metro fiber networks. Amesbury combines this knowledge with research in the field; working with local carriers, municipalities and outside plant engineers to deliver a comprehensive perspective on the connectivity ecosystem in a client's market of interest.

## **Datacenter challenges and Amesbury Consulting solutions:**

1. **Carrier connectivity conundrum** – unless carriers are built into the property already or it is fortunate enough to have Bloomberg, LinkedIn or a similar 'destination tenant', a developer needs a connectivity strategy Day 1. Amesbury can help developers avert an all-too-common trap: carriers won't build into a property without customers but customers won't sign leases without carriers.
2. **Pathway, premises, and power** – despite their criticality, these core features of a datacenter's physical layer are frequently under-developed. Amesbury can oversee the design and configuration of a property's Zero MHs, duct banks, telco spaces, racks and beyond to ensure that the physical layer is manageable, sustainable and monetizable.
3. **Documentation will set you free** – the right software increases the value of the physical layer exponentially. Trying to manage connectivity assets with an unwieldy tangle of spreadsheets does not. Amesbury can help clients harness their data with a cloud-based connectivity management solution that empowers datacenter operations - from trouble-shooting and workflow management to one-touch report generation.

---

Ashton lives in Amesbury, Massachusetts with his wife, three sons and golden retriever. An Englishman, he served in the British Army and spent the balance of his twenties travelling before settling in the United States as a permanent resident. Apart from his family his interests include: industrial archeology, fish & game and, recently, yoga.

Guy J. Ashton

978.994.2873

[guyj.ashton@amesburyconsulting.com](mailto:guyj.ashton@amesburyconsulting.com)