New brand campaign from MDXi

LAGOS, Nigeria - MDXi targets enterprise customers with new 'Take a Break' campaign to increase awareness of the MDXi brand as a West African data centre company.

West Africa's data centre solutions provider, MDXi, a MainOne company, has launched an advertising campaign aimed at reinforcing the company's position as the data centre provider of choice for enterprises in the region.

Tagged *Take a Break*, the campaign will increase awareness of the MDXi brand "as the most interconnected and reliable West African data centre company" and urges C-level executives across the region to take a break from the rigors of managing in-house IT and outsource their information technology infrastructure needs to MDXi.

The campaign, which began in October in Nigeria and Ghana, includes a redesign of the MDXi website and press adverts in numerous national publications, building on the company's expansion efforts across Nigeria and West Africa.

The campaign is expected to spotlight the company's data centre initiatives not only in Nigeria, but across West Africa including its Accra facility, a new data centre in Sagamu, Ogun State Nigeria, as well as planned development in Abidjan, Cote D'Ivoire.

"Unknown to local enterprises that outsource their data centre needs off-shore, MDXi is home to numerous large multinationals that West Africans interact with daily online as we have raised the bar to provide world-class ICT and data

centre solutions, at par with similar facilities in Europe, Asia and America. Our data centres have undergone rigorous compliance audits to ensure we are able to provide same level of service locally that our international customers are used to" said MDXi general manager, Gbenga Adegbiji.

MainOne's MDXI has put Nigeria on the global map, with its premier Tier III Lekki Data Center, the only data centre in West Africa that is authorised to process and store payment card information with its PCI DSS certification. The company has contributed significantly to deepening Nigeria's digital economy with its highly available, carrier-neutral ICT infrastructure, enabling network operators and content providers exchange traffic within its data centre. As West Africa's most connected data centre and home of the Internet Exchange Point of Nigeria (IXPN), MDXi has impacted internet traffic in-country, by localising traffic, reducing transmission costs and improving user experiences.

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