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# Power Play: Kent Opens World of Opportunity for Sudlows Consulting



**The iMasons Legacy Podcast**  
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**Power Play: Kent Opens World of Opportunity for Sudlows Consulting**



## Powering Global Growth

At the core, data centers are factories that convert electrons into digital bits and bytes. Without electric power, everything from content streaming and social media to financial transactions and emergency response systems would cease to function.

This relationship between the electric power and data center industries was the key driver behind the global integrated energy services company [Kent's](#) acquisition in February of [Sudlows Consulting](#), a critical infrastructure firm that specializes in data center design, engineering, execution and commissioning.

The acquisition provides Sudlows access to Kent's energy engineering expertise and global project portfolio that spans from traditional oil and gas infrastructure to hydrogen supply, energy storage and offshore wind, noted [John Rippingale](#), Chief Executive Officer of Sudlows Consulting.

"Power is the biggest challenge in critical infrastructure and data centers today," he said. "By joining forces with Kent, we unlock their capability and know-how on a global basis for our clients with unmatched end-to-end service offering," he said.

The acquisition means Kent's global footprint is now Sudlows Consulting's global footprint and Kent's capability is now Sudlows Consulting's capability, he added. The tie-up also expands

Sudlows Consulting's presence to 36 countries, with an engineering footprint of 13,500 people.

Access to power consistently ranks as a top tier challenge to the sustainable growth of the data center industry, according to [Santiago Suinaga](#), Chief Executive Officer of [Infrastructure Masons](#) (iMasons), a global nonprofit professional association that unites the builders of the digital age.

"Our industry is exploring a range of strategies to overcome the power constraints, from partnerships with electric utilities to focused investments in clean energy technologies," Suinaga said. "The combination of Kent and Sudlows is an innovative approach to unlock rapid and sustainable growth."



Photo courtesy of Sudlows Consulting





## World of Expansion Opportunity

**S**udlows Consulting was established in Dubai, United Arab Emirates, in 2014, to focus on the demand for digital infrastructure in the Middle East. The company methodically expanded, opening offices in India, Singapore and South Africa.

The company follows a tested playbook for expansion: identify second-tier markets that are ready to pop and establish a footprint ahead of the competition.

“We’re not a stranger to expanding, but that’s happened quite organically over a five-to-six-year period, whereas now we’re looking at potentially opening up four, five, six new regions in a single year,” said [Jonathan Malpass](#), Vice President of Growth and Development at Sudlows Consulting.

Following the established playbook and leveraging Kent’s global footprint, Sudlows recently announced a presence in Milan, Italy, and is actively exploring options elsewhere in southern Europe and the Nordics.

Other targets are spread throughout the Asia Pacific region where Sudlows sees demand for cloud computing continuing to grow along with new efforts to meet demand for artificial intelligence (AI) workloads.

“Malaysia and Thailand are really trying to open up the policy to attract these big AI customers and developers to their markets because they see a massive potential,” said [Samuel Smith](#), Vice President of Design and Innovation at Sudlows Consulting.



Photo courtesy of Sudlows Consulting

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— Samuel Smith,  
VP of Design and Innovation,  
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## World of Expansion Opportunity

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Chief Executive Officer,  
Sudlows Consulting



As a premier design, engineering and commissioning company based in Dubai, Sudlows is also helping grow the visibility of the digital infrastructure industry in the Middle East, noted [Rudolf Gordon-Seymour](#), the Regional Director for Europe, Middle East and Africa at iMasons.

“Sudlows Consulting is an obvious collaboration partner with iMasons and recently held a successful joint event at [DCD Connect | MENA](#),” he said. “The Kent acquisition provides further collaboration opportunities globally including North America and Europe.”

North America emerged as a new market opportunity for Sudlows because Kent has a sizeable footprint across the region and many of Kent’s existing customers see an opportunity for growth in the data center sector, Malpass noted.

Some of these customers have legacy industrial infrastructure that can be converted to serve the data center industry, others have access to available power.

“A lot of them have the ability to produce hydrogen on site. They’re usually coastal, near an estuary. There’s probably offshore wind. They’ve got all these elements that combined would make a very good data center campus,” Malpass said.



Photo courtesy of Sudlows Consulting



## Sustainability Focus

**A**s Sudlows expands into new markets around the world, it will bring lessons learned in the Middle East about efficient data center operations.

“A lot of data centers in North America, for instance, are quite heavy on water consumption,” noted Malpass. “Obviously, we’re based in the desert. Water is scarce and typically isn’t available. So, we’ve always looked at ways to produce designs that don’t consume water.”

For example, Sudlows Consulting has worked with its suppliers to develop air-cooled systems that compete with water-cooled systems on energy efficiency.

The company is also drawing on its in-house architectural, and civil and structural engineering expertise to innovate in construction methods and material selection that lower the embodied carbon in its data center designs.

On the power front, the tie-up with Kent brings expertise in onsite generation, the ability to more tightly integrate with local sources of grid-scale renewable energy, and the implementation of carbon capture and storage technologies for fossil fuel-based energy systems.

“As AI factories push up into the gigawatts of power consumption, the utilization of green energy is going to become a focus point,” said Smith. “Kent’s expertise and coverage in this field is going to be advantageous for us.”

Uniting the digital infrastructure industry around efforts to meet the accelerating demand for digital services with clean and efficient energy technologies is a key focus for iMasons, noted Gordon-Seymour. The iMasons community stands to learn from Sudlows’ leadership in this space.

“Sudlows Consulting invests considerable time in R and D and evaluations of new and emerging technologies that are energy efficient,” he said. “The combination of their environmental awareness and innovative approach fits closely with iMasons’ initiatives.”

**“We’ve always looked at ways to produce designs that don’t consume water.”**

— Jonathan Malpass,  
VP of Growth and Development,  
Sudlows Consulting





# CONTRIBUTORS



**John Ripplingale**  
Chief Executive Officer  
Sudlows Consulting



**Jonathan Malpass**  
Vice President of Growth and Development  
Sudlows Consulting



**Samuel Smith**  
Vice President of Design and Innovation  
Sudlows Consulting



**John Roach**  
Writer and Content Strategy  
Infrastructure Masons



**Rudolf Gordon-Seymour**  
Regional Director for EMEA  
Infrastructure Masons



**Santiago Suinaga**  
Chief Executive Officer  
Infrastructure Masons