

# Deploying a massive migration to a green data center with zero downtime.

Moro Hub, a global leader in green data processing, worked with Dell Technologies and migrated two data centers with 330+ devices to a net-zero carbon emissions data center with zero downtime.

## Business needs

Moro Hub's largest customer, the Dubai Electricity and Water Authority (DEWA), wanted to migrate two data centers into the Mohammed bin Rashid Solar Park data center over a single weekend and with zero downtime.

## Business results



Achieved successful, seamless and concurrent migration of two data centers with zero downtime.



Completed migration in 72 hours, well under the 96 hours allotted.



Retained consistent supply of power and water for Dubai before, during and after the technology migration.



Helped DEWA advance its ESG goals via migration to a green facility.

## Solutions at a glance

- [Dell Data Migration Services](#)

Global digital services provider Moro Hub is advancing the digital transformation goals of government and commercial organizations across the Middle East and beyond. Moro Hub does this by providing customers with secure, flexible and cost-effective multi-cloud and green data center services. Those services are environmentally sustainable since its Dubai-based Mohammed bin Rashid Solar Park data center runs on 100% solar energy and is LEED Platinum certified.

Recently, Moro Hub's key customer and parent company, DEWA (Dubai Electricity and Water Authority), decided to move operations from two existing data centers into Mohammed bin Rashid Solar Park. The migration involved moving hundreds of racks of equipment from two separate locations while ensuring seamless integration into the new facility. Concurrently, the move needed to occur with zero downtime and be completed within a very short timeframe.

The Moro Hub team turned to Dell Technologies' Data Migration Services team for help with this massive undertaking. Dell's proven standardized platform and vendor-agnostic methodology

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**Muhammad Aslam,**  
Chief Technology Officer, Moro Hub

make it an ideal partner for large-scale migrations. And since Dell was already one of Moro Hub's most trusted partners, the Moro Hub team knew the migration would be handled professionally, efficiently and securely.

“Moro Hub selected Dell Technologies Data Migration services for this critical project because we have enjoyed a successful long-term partnership together,” said Muhammad Aslam, Chief Technology Officer at Moro Hub. “Throughout many different projects and initiatives, Dell has proven over and over again to be the right choice.”

## Keeping Dubai's lights on with zero downtime.

Beyond DEWA, Moro Hub provides organizations in the government, banking, energy and utilities and healthcare industries with enterprise and digital solutions, as well as professional and managed services. Moro Hub's hallmark is its reliability and commitment to customers. Together with Dell's 30+ years of data migration success, the two teams are well-suited to tackle complicated, challenging projects like the dual-DEWA data center migration.

Moro Hub and the Dell Data Migration Services team wanted to ensure that all of DEWA's top priorities for the migration were met. First on the list was zero downtime. DEWA provides power and water to the entire city of Dubai, so the national grid needed to remain operational without any interruptions in service or supply.

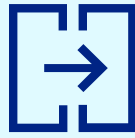
One of the reasons Moro Hub partnered with Dell Data Migration Services was its data-centric proprietary system. During the migration of file data, Dell continuously runs incremental copies of all changes so the data remains accessible to users throughout the entire process. The approach is intentionally slower than a traditional manual migration to reduce the possibility of bandwidth problems while the data is in motion. All of this results in 99.5% less downtime compared to manual migrations.

“We needed a partner able to pre-emptively anticipate and address all the challenges we expected to face during the DEWA migration,” explained Aslam. “Dell Technologies helped us through the entire process from planning to execution. Everything went smoothly without any missteps.”

## Planning for every possible outcome.

Physically moving two data centers responsible for running utilities for a major global city left no room for error. “Over 330 different pieces of equipment from two different production data centers had to be safely disassembled, transported, and reassembled,” said Aslam. “This included Dell Technologies' VPLEX and VMAX storage, PowerEdge servers and Unity Data Protection devices.”

The teams from Moro Hub, Dell Technologies and other partners spent six months meticulously planning every detail of the move.



## Two data centers with 330+ devices were disassembled, transported and reassembled in 72 hours and zero downtime.

- 1. Discovery:** The teams thoroughly assessed the existing data centers to determine their contents, evaluate the accuracy of technical information and network IPs and identify any operational challenges or crucial activities.
- 2. Planning:** The teams defined the migration targets, identified areas requiring infrastructure removal, connections, or enhancements, mitigated potential risks and addressed end-of-support considerations.
- 3. Dry Runs:** Simulations were conducted to identify any gaps or issues, and then review and refine plans based on the dry run results. The Dell Data Migration team tested the functionality of every asset in the data center using the industry's most extensive interoperability testing and validation engine.
- 4. Migration Planning:** The team ensured all prerequisites were in place by following a comprehensive checklist. They verified the availability of racks, engaged the insurance company, finalized the backup strategy and confirmed the readiness of disaster recovery procedures.
- 5. Execution (72 continuous hours):** The migration was executed with precision and zero interruption to services and in record time.

### Maintaining a strict and accurate timeline.

After six months of planning, the migration was scheduled to happen over a single three-day weekend. "The migration was a lift and shift planned to take place over 96 hours," explained Aslam. "We scheduled the move over a long weekend so we could minimize the risk of any possible interruption."

On the day of the migration, 98 Dell team members were on hand to assist 30 Moro Hub employees and 35 resources from other partners. The teams were staged at all three locations: the two existing DEWA data centers and the Mohammed bin Rashid Solar Park facility. Together, the teams were prepared

to work continuously for 96 hours straight to complete the migration smoothly and on schedule.

In the end, the team ended up completing the task ahead of schedule. "With the help of Dell Technologies' planning and execution team, the migration was completed within 72 hours, surpassing our initial goal of 96 hours," said Aslam.

### Providing sustainable energy for customers.

With sustainability at its core and innovation at its heart, Moro Hub offers customers more environmentally-friendly ways to meet their data hosting and processing needs. The Mohammed bin Rashid Solar Park is recognized by the Guinness World Records as the world's largest single-site solar park based on the Independent Power Producer Model. The 200-rack facility is run so efficiently that by 2030, the 100% solar-run park will be supplying approximately 5,000 megawatts of electricity back to the Dubai grid.\*

Organizations that partner with Moro Hub can leverage this sustainable facility to reduce their carbon footprint and help achieve their own ESG goals. Every customer, whether hosting in Moro Hub's physical racks or via Moro Hub Cloud Services, is provided with a Green Certificate, which documents their carbon footprint offset. Customers can also feel good about the physical facility's sustainability since it's built with 80% recyclable and reusable materials.

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This commitment to sustainable building and operations has reduced Moro Hub’s annual carbon output by 10,000 tons and also saved over 330,000 trees compared to a traditional data center.

“All Moro Data Hubs are green data centers because the carbon is 100% offset,” explained Aslam. “Sustainability is no longer an option; it is a necessity. And every organization is working towards achieving those goals. As such, sustainability has become a driving factor in all of our customers’ decision-making.”

## Choosing the right partner.

The team at Moro Hub knew that to complete the DEWA dual migration successfully, they would have to employ the right partner. After years of successful partnership, Dell Technologies was an easy choice—and the right one. Dell experts were able to listen to the project requirements, understand the key challenges, create a detailed plan and execute flawlessly, making both Moro Hub and DEWA happy.

“During the data center migration, the Dell team proved they fully understood our requirements and could meet DEWA’s expectations,” said Aslam. “The wow factor came when they did it with zero interruption to Dubai’s power and water and in record time. Dell Technologies will continue to be a long-term partner that we turn to for future engagements.”

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Chief Technology Officer, Moro Hub

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