

# The Des Moines Register

## Microsoft doubling down

Matthew Patane, mpatane@dmreg.com 12:34 a.m. CDT April 19, 2014

A site selection consultant said it is not unusual for a company such as Microsoft to do multiple projects so close together, especially if a relationship has already been established.



*Project Alluvion will be built on the southern part of Willow Creek Golf course and another field just to the West of the golf course. This land is just south of a power station that is needed to run the data center.  
(Photo: Andrea Melendez/The Register)*

"It has established roots in the community and it has well-established vendors," said John Boyd Jr., the principal at New Jersey-based Boyd Co. The company serves as a consultant and site-selection firm for data centers and other projects. Boyd also said Microsoft already knows it can take advantage of Iowa's fundamental strengths that make the state ideal for data centers.

Those strengths include a low risk for natural disasters, access to relatively cheap energy and a tax credit structure that specifically benefits data centers.

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From Microsoft's history, it is also not unusual for the company to double down in locations where it already has data centers.

In San Antonio, Microsoft recently started constructing its second data center, the San Antonio Business Journal reported in March.

In 2008, Microsoft opened a \$550 million data center consisting of 470,000 square feet, according to the Business Journal.

In March, the company began construction on the second data center — an investment of about \$250 million and more than 250,000 square feet.

Microsoft also recently expanded its investment in a data center in Boydton, Va., according to trade publication Data Center Knowledge.

Now, what started as almost a \$500 million investment in southern Virginia has expanded to just less than \$1 billion.

The company's expansion of its data centers comes as Microsoft is investing more into cloud-based services, such as Windows Azure and Xbox Live, its online gaming platform.

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