

A CLEAN ENVIRONMENT

MR DAVID LOMAN
DATA CLEAN ASIA PTE LTD

Established in 2005, Data Clean Asia specialises in the maintenance, identification, cleaning and remediation of contamination in a variety of controlled environments - ranging from data centres to cleanrooms. Their signature Airflow Management service eliminates hotspots, raises the set point and lowers PUE.

Data Clean Corporation was started in USA in 1979 and was one of the first companies with the expertise to clean computer equipment, computer rooms and other controlled access environments. In 2005, due to the rapid growth of the IT industry in the APAC region, Data Clean Asia was formed. Today, the company is the market leader in its industry, reputed for its high quality and value-added services.

Data Clean Asia has successfully cleaned thousands of facilities around the globe and has expanded their capabilities by introducing new products to improve sustainability in data centres and providing data centres with airflow management solutions and other products to support their IT facilities.

President of Data Clean Asia, David Loman has opted for a strategy to maintain a strong focus and specialisation in the company's area of expertise. He believes that this gives his company its competitive edge against other players who are too diversified. Data Clean Asia primarily provides contamination control services in controlled access environments and thus has successfully positioned itself as the leading niche player in this area of expertise.

Aware of the need to differentiate from competitors in the speciality cleaning industry, Data Clean Asia leverages heavily on its extensively trained crew, specialised equipment and deep-seated passion for their work to become the best at what they do. In addition, a dedicated quality team is tasked with the continuous task of reviewing the quality process, which includes quality spot checks, procuring new and better-designed equipment and most importantly, gathering and acting on customer feedback.

Data Clean Asia has currently expanded to virtually all major areas across Asia. Head quartered in Singapore, the company now has branch offices in Hong Kong, Malaysia, Indonesia, Thailand and China. The trusted name of *Data Clean* is now synonymous with the cleaning of controlled access environments and solving airflow problems.

From its humble beginnings as a provider of cleaning services for controlled access environments, Data Clean is now also the leading provider of containment products and solutions in Southeast Asia. This successful expansion has helped to not only grow the company's reputation in Asia, but has also broadened their products and services portfolio. In the coming years, the company under the leadership of Mr Loman, plans to take Southeast Asia to its position as the global hub of clean data centre environments as well as energy efficient IT facilities - a benchmark for the rest of the world to follow.



**A POSITIVE ATTITUDE IS
THE FIRST STEP TO
OVERCOMING CHALLENGES**

UP CLOSE & PERSONAL

What excites you about the future of your industry?

25 years ago, leading experts predicted that data centres were getting obsolete, with computer equipment getting smaller and smaller. They felt that one day soon, substantial IT equipment could be placed into a small closet or any other small area. And then the internet came along and created a need for massive amounts of stored data. This resulted in a rise in software and hardware technology, creating a growing demand for critical environment services. There is a huge opportunity for growth in Asia for this industry. We are excited to bring more diversity and options to our clients by giving them the best value and best quality for maintaining their controlled access and critical environments.

How do you approach problems in life?

Strategy. Without strategy, change is merely substitution, not evolution. A solid strategy must be implemented in order to solve any problem.

Passion or Practicality?

Both. I believe they are parallel notions. Practicality drives our contributions to the economy, fuels our career aspirations and cements our status in the society. There is also a spiritual side which encompasses our inner passions, wants and desires. Ultimately, finding the right balance is the key to a fulfilling life. So yes, we will have to face society's expectations but we can't lose our morals in the process.

How has your past experience helped you as an entrepreneur and business person ?

With my 30 years of experience working as a power quality consultant for a major computer company, I travelled the world solving power quality and environmental problems. During these travels, I came into contact with many different cultures, environments and ideas. Ultimately, this unique background has helped shape the company into what it is today.

How do you stand out from your competitors?

By listening and communicating. Not just with customers but with our employees as well. We not only empower our employees to help us grow, we empower our customers to help us change for the better. Their suggestions and feedback helps Data Clean become a better service provider. We seek always to provide truly out-of-the-box solutions for our customers. One of our major clients once said "you guys never say no". And that is indeed true. We always brain-storm our way to a solution, setting us apart from our competition.