

## Data center energy storage mexico

As the demand for cloud computing, AI, and digital transformation grows, Mexico is positioning itself as a global data center powerhouse. Favorable geopolitical conditions, a strong talent pool, and the growing importance of sustainability and energy efficiency are all contributing to this rapid expansion, according to Josue Ram?rez, Founder, JRR IT Consulting.

Mexico has established itself as a strategic hub for the global data center industry, leveraging its geographic location, existing infrastructure, and skilled workforce. With a projected investment of more than US\$1 billion by 2028, the country is positioning itself as a key player in the global market. "Mexico is undergoing a new industrial revolution through data center growth," said Ram?rez, predicting a 5x increase in digital infrastructure in the coming years.

"Geopolitical tensions present challenges, but they also offer Mexico an opportunity to become a leader in digital infrastructure," explained Carlos Zamora, LATAM Datacenter GTM Lead, Microsoft Mexico. Mexico's proximity to the United States, its moderated climate, and its tech talent pool make it a magnet for cloud providers and IT investments.

Leading tech companies, such as Meta, Microsoft, and Google, have unveiled plans for projects totaling over one gigawatt in capacity, with OpenAI even announcing intentions for a substantial 5-gigawatt facility. While these developments are not based in Mexico, they highlight the increasing global demand for data processing and storage capabilities, which presents an opportunity for Mexico to attract similar investments in its data center infrastructure.

"With these investments, energy availability becomes more critical, and it has been increasingly difficult to concentrate such vast amounts of energy in a single location, which has reopened discussions around nuclear energy as a potential solution," said Ram?rez.

Liquid cooling technology, which is made up of sealed tubes filled with coolants that encase server systems, can reduce energy costs by up to 15% when positioned closer to server loads. "As AI workloads become more prevalent, energy-efficient cooling solutions are critical," Ramos noted. Additionally, considerations around data sovereignty and data gravity --where data is processed and consumed--must also inform data center investments.

Despite existing challenges, AI and machine learning (ML) are revolutionizing the management and efficiency of data centers, leading to a more optimistic outlook for the industry, says Dayana Gaxiola, Commercial Director Mexico, Equinix. "We have been using AI to optimize cooling, manage personnel workloads, and streamline cybersecurity," she noted.



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Over the next five to 10 years, significant expansion of the data center industry is expected, driven by increased investment in infrastructure and technology, including the adoption of artificial intelligence (AI), blockchain, and edge computing. "This is just the beginning. Mexico has the potential to lead in the digital future, not just in Latin America, but globally," concluded Zamora.

"Major tech giants, including Meta, Microsoft, and Google, have unveiled ambitious projects that collectively exceed one gigawatt in capacity, signaling a substantial investment in Mexico's data center infrastructure. Notably, OpenAI has announced plans for a groundbreaking 5-gigawatt facility. As the demand for data storage and processing capabilities surges, energy availability has become increasingly paramount."

Undeniably, the Latin American market already stands out as one of the most robust on the global stage--especially in the realm of data centers. In the current landscape, we observe growth propelled by factors such as rapid technological evolution, increased demand for IT infrastructure services, and the adoption of cloud computing, along with the progressive implementation of emerging technologies like artificial intelligence. Particularly noteworthy is the surge in the data center market in Mexico.

As organizations seek more scalability, security, and operational efficiency, robust and modern data center facilities have become increasingly urgent. Simultaneously, the geopolitical context favours decentralization and strategic distribution of data centers, ensuring redundancy and resilience across Latin America.

To support this process, ODATA, a company specialized in data center services, is taking solid steps to expand its presence in the Americas - explicitly strengthening its foothold in countries like Mexico to meet the growing demand for IT infrastructure and cloud services in the region. Learn more below:

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