DATA CENTRE SALARY SURVEY 2024

Taking a close look at the compensation packages of 1000+ data centre employees across Europe

INSIGHTS ON SALARIES, BONUSES, AND BENEFITS IN THE SECTOR

FOREWORD
FROM THE CEO

There has been a growing demand for transparency and clarity in compensation packages within the data center sector.

The 2024 Salary Survey is our answer to this need, aiming to provide accurate and actionable information for the businesses we collaborate with and the individuals we support.

Our mission is clear: we are obsessed with providing the best customer experience. This mission drives us to empower the organisations we work with with the insights they need to attract and retain the best data centre talent, and to equip data centre professionals with the knowledge to understand their market value and career potential.

We have put together this information to help leaders to understand the market value of specific skill sets in the data centre industry. Understanding the salary ranges and benefits packages is important to stay competitive in attracting top-tier talent. At the same time any data centre professional can use the insights to understand market trends and make informed choices about their career in the data centre sector.

This report is more than just data; it's a strategic tool to empower everyone we work with. By leveraging these insights, companies in the data centre space can make informed decisions that align with their business goals. Job seekers will gain a clearer understanding of their worth in the marketplace so that they can navigate the industry with confidence and clarity.

Thank you for your continued trust in DataX Connect. We remain committed to providing exceptional service and insights, driving success for both the organisations we support and the data centre professionals we represent.

Sincerely,

Liam Thomas

Liam Thomas
Co-founder and CEO, DataX Connect

DataX Connect
Unit 1 and Unit 2
Mill Court, The Sawmills
Durley, SO32 2EJ

CONTENTS

EXECUTIVE SUMMARY

This report takes a close look at the compensation packages of 1000+ data centre employees across Europe. With the industry facing some substantial challenges, the competition for skilled, experienced professionals has intensified in recent years.

One key challenge faced by data centre employers is the persistent talent shortage, which has been fuelled more recently by significant growth in the industry, a retiring workforce, rapid advancements in technology, and a systemic lack of investment in data centre skills and training.

Among challenges with sourcing talent, the data centre sector is also facing challenges with sustainability, power availability, and land availability. The industry is expanding vigorously, driven by increasing demands for data storage, cloud computing, and artificial intelligence.

Overview

The survey offers some reasons why there might be an ongoing talent shortage in the data centre industry:

- **A staggering 47% of data centre professionals said they are unsatisfied with or feel neutrally towards their current benefits package.**
- **Just 1% of European data centre professionals are under the age of 25.**

The data also offers some suggestions on how companies can work to improve the situation:
- Improve benefits packages offered to make them more competitive in comparison to other industries.
- Make the data centre sector more attractive to new talent.

In an effort to help attract young talent into the data centre sector, we are proud to announce our participation in the Digital Futures Programme at a number of University Technical Colleges (UTCs) in the UK. The programme equips 14-19 year old students with the essential knowledge and skills needed to thrive in technical careers within the digital infrastructure industry, specifically in data centres. Partnering with employers such as CyrusOne, CBRE, AWS, and JLL. We work with the schools to promote careers in the data centre sector. We would love to promote any similar US such schemes so please contact me if you want our support.

News from this survey is largely mixed, and there remains an uncertainty over the way forward with the talent shortage in the industry. It is clear that the industry needs to make a change with the way that talent is sought in the sector.

Andy Davis

Director, DataX Connect
Founder of The Data Centre Club and Host of the Inside Data Centre Podcast

RESEARCH SYNOPSIS

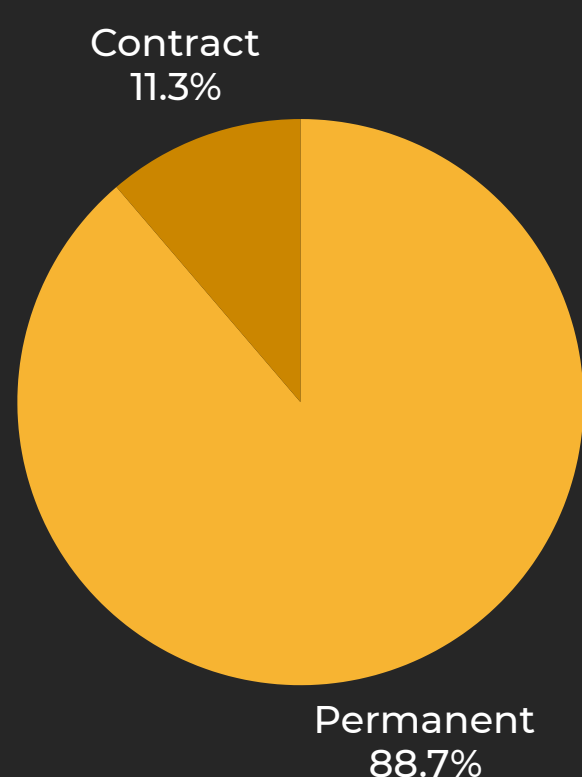## 2024 DATA CENTRE SALARY SURVEY

SURVEY DATE: JUNE 2024
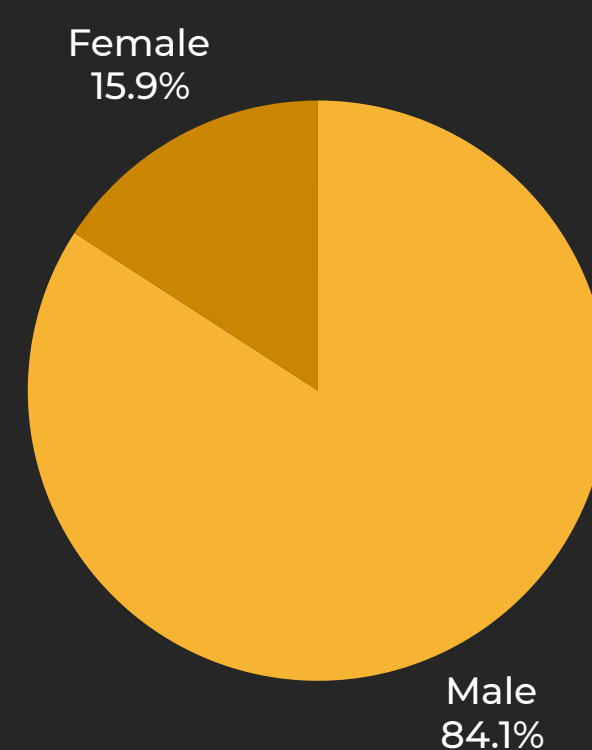
REGION: EUROPE

METHODOLOGY

DataX Connect surveyed data centre professionals employed in the UK, US, and Europe with questions related to job experience, salaries, bonuses, and benefits. The survey was conducted online and respondents were recruited via email, telephone, and LinkedIn. Data was also collected from placements made by DataX Connect. Respondents represent approximately 40 different job roles across the data centre sector. This report is specifically on the Europe sector, we also have reports on the US and the UK if you want to compare results for these regions.

RESPONDENTS DEMOGRAPHIC

PERM VS CONTRACT

Contract
11.3%
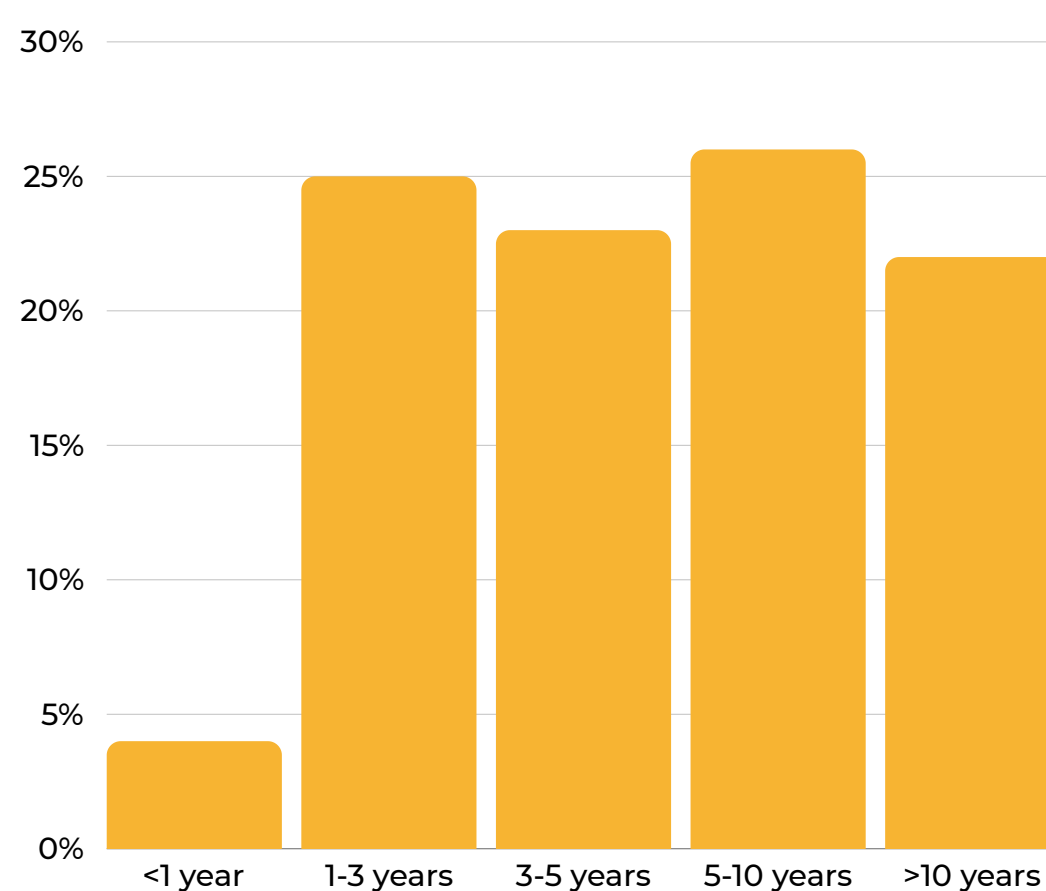
Permanent
88.7%

MALE VS FEMALE

Female
15.9%

Male
84.1%

AGE

40%

30%

20%

10%

0%
18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+

EXPERIENCE

30%

25%

20%

15%

10%

5%

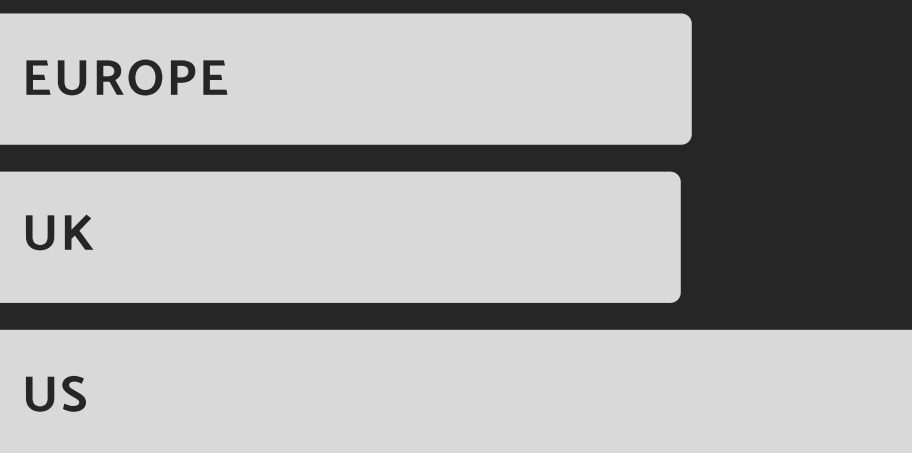0%
<1 year | 1-3 years | 3-5 years | 5-10 years | >10 years
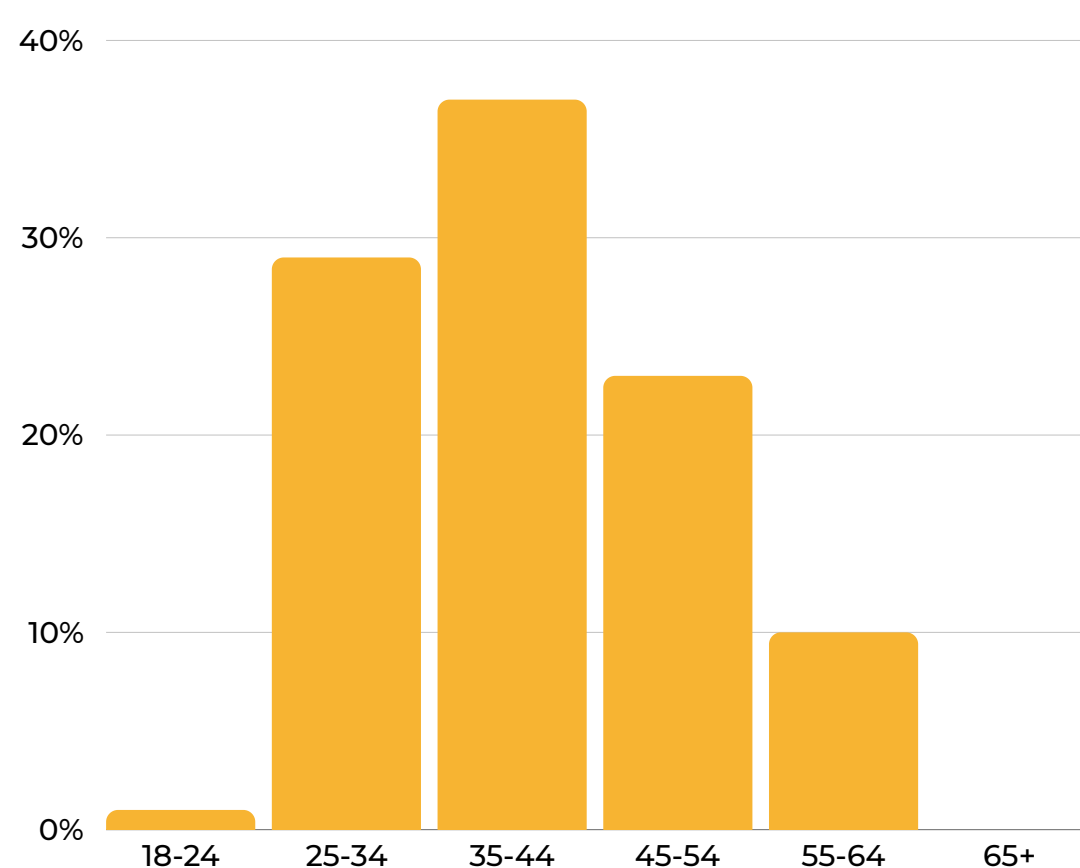
PERMANENT SALARIES

The average salary for a permanent data centre position in **Europe is €108,229.30 /year.**

The average salary for a permanent data centre position in the UK is £89,836.79 /year (€107,804.15 /year).

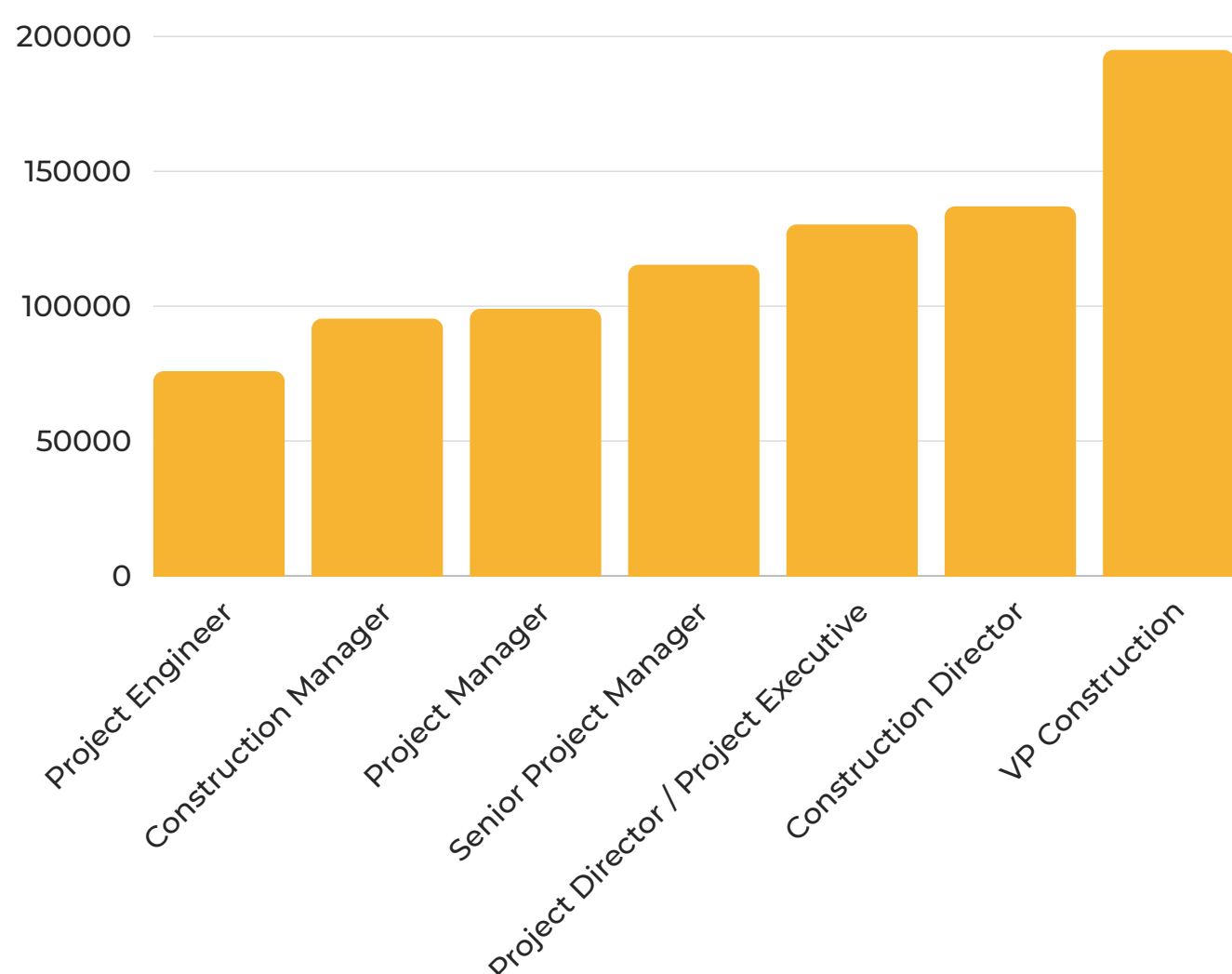The average salary for a permanent data centre position in the US is $160,102.66 /year (€148,243.20 /year).

| EUROPE |
| UK |
| US |

PAY RISES

69% of **European** respondents in permanent roles received a salary increase in the last 12 months. **54% of people who received a salary increase had an increase of 5%** or more and **25% had an increase of 10%** or more.

AVERAGE PERM SALARY, EUROPE

AVERAGE SALARY: PERMANENT POSITIONS, EUROPE

PROJECT ENGINEER	€75,892.86
CONSTRUCTION MANAGER	€95,384.62
PROJECT MANAGER	€99,013.16
SENIOR PROJECT MANAGER	€115,357.14
PROJECT DIRECTOR / PROJECT EXECUTIVE	€130,294.12
CONSTRUCTION DIRECTOR	€137,000.00
VP CONSTRUCTION	€195,000.00

These are some of the roles we get asked about most. The full data set with more job titles can be found on page 11.

INDUSTRY INSIGHT

"THE RAPID EXPANSION OF DATA CENTRES REQUIRES A CORRESPONDING INCREASE IN SKILLED PROFESSIONALS. THE FINDINGS FROM UPTIME INSTITUTE'S AUGUST 2023 STAFFING AND RECRUITMENT SURVEY PAINT A STARK PICTURE, WITH THREE IN FIVE DATA CENTRE OPERATORS (58%) GRAPPLING WITH THE CHALLENGE OF SECURING QUALIFIED CANDIDATES FOR OPEN POSITIONS. ADDING TO THE COMPLEXITY, A SUBSTANTIAL TWO IN FIVE OPERATORS (40%) FACE THE DAUNTING TASK OF RETAINING EXISTING STAFF, OFTEN LOSING THEM TO COMPETITORS. THIS ALARMING TREND IS PRECIPITATED BY A LACK OF SUFFICIENT TRAINING AND INADEQUATE TALENT ACQUISITION PROGRAMS, WHICH CAN ADVERSELY IMPACT THE OPERATIONAL PERFORMANCE OF A DATA CENTRE."

UPTIME INSTITUTE DATA CENTRE STAFFING SURVEY 2023

LOCALISED INSIGHTS

HIGHEST SALARY IN EUROPE

Our data indicates that the country in Europe with the highest average salary for permanent roles is **Switzerland** at **€155k**.
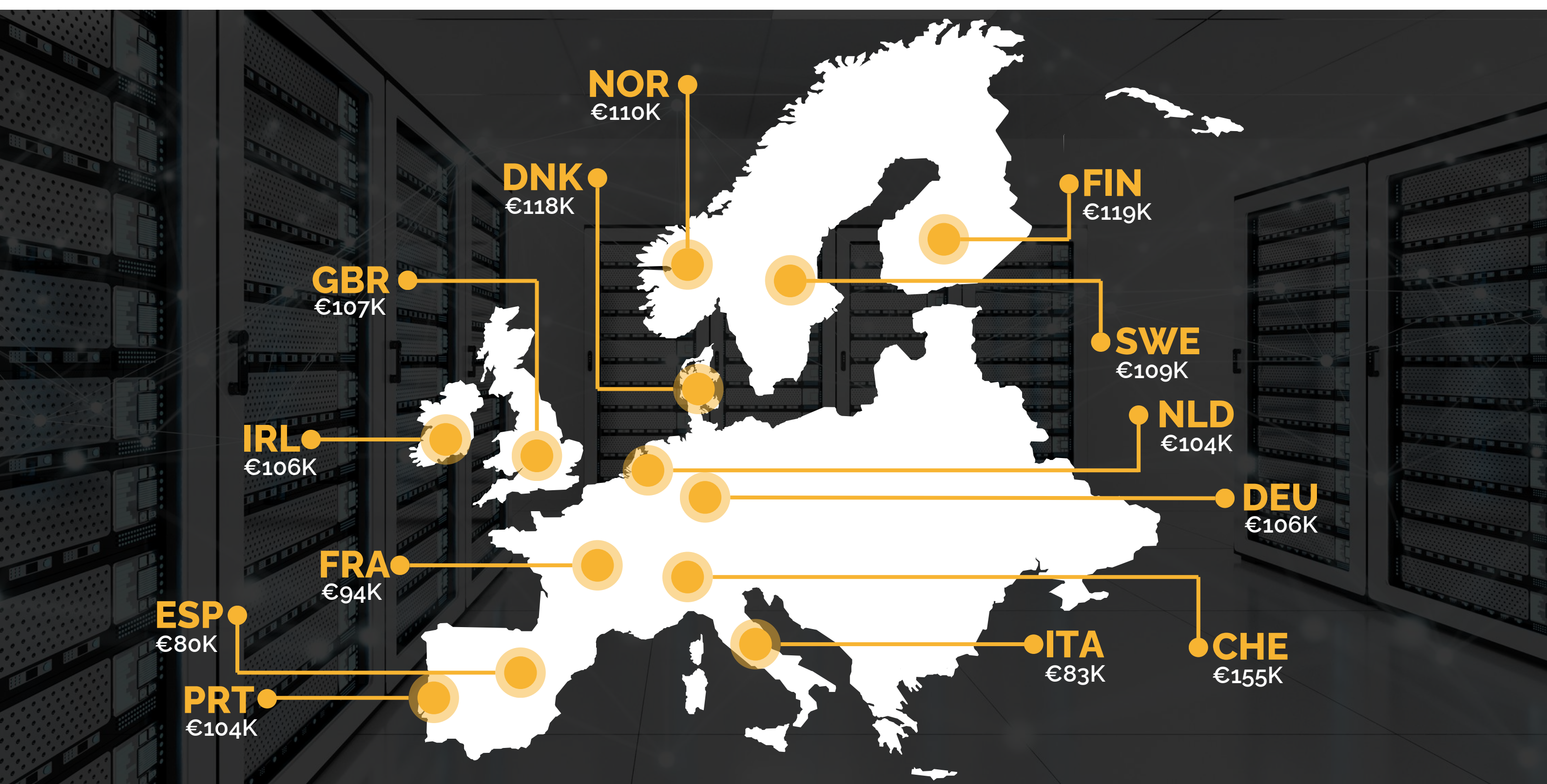
LOWEST SALARY IN EUROPE

Our data indicates that the country in Europe with the lowest average salary for permanent roles is **Spain** at **€80k**.

HIGHEST BONUS PAYMENTS IN EUROPE

Our data indicates that the country in Europe with the highest average bonus payments (as a percentage of salary) for permanent roles is **Finland** at **22%**.

LOWEST BONUS PAYMENTS IN EUROPE

Our data indicates that the country in Europe with the lowest average bonus payments (as a percentage of salary) for permanent roles is **Spain** at **9%**.

NOR €110K
DNK €118K
FIN €119K
GBR €107K
SWE €109K
IRL €106K
NLD €104K
DEU €106K
FRA €94K
ESP €80K
PRT €104K
ITA €83K
CHE €155K

COUNTRY	AVERAGE BONUS %
DENMARK	12%
FINLAND	22%
FRANCE	13%
GERMANY	10%
IRELAND	12%
ITALY	10%

COUNTRY	AVERAGE BONUS %
NETHERLANDS	12%
NORWAY	18%
PORTUGAL	10%
SPAIN	9%
SWEDEN	12%
SWITZERLAND	11%

We've chosen these countries because they are most highly asked about.
For more localised insights **speak to a member of the team**.

CONTRACT RATES

The average rate for a contract data centre position in Europe is €739.58 /day.

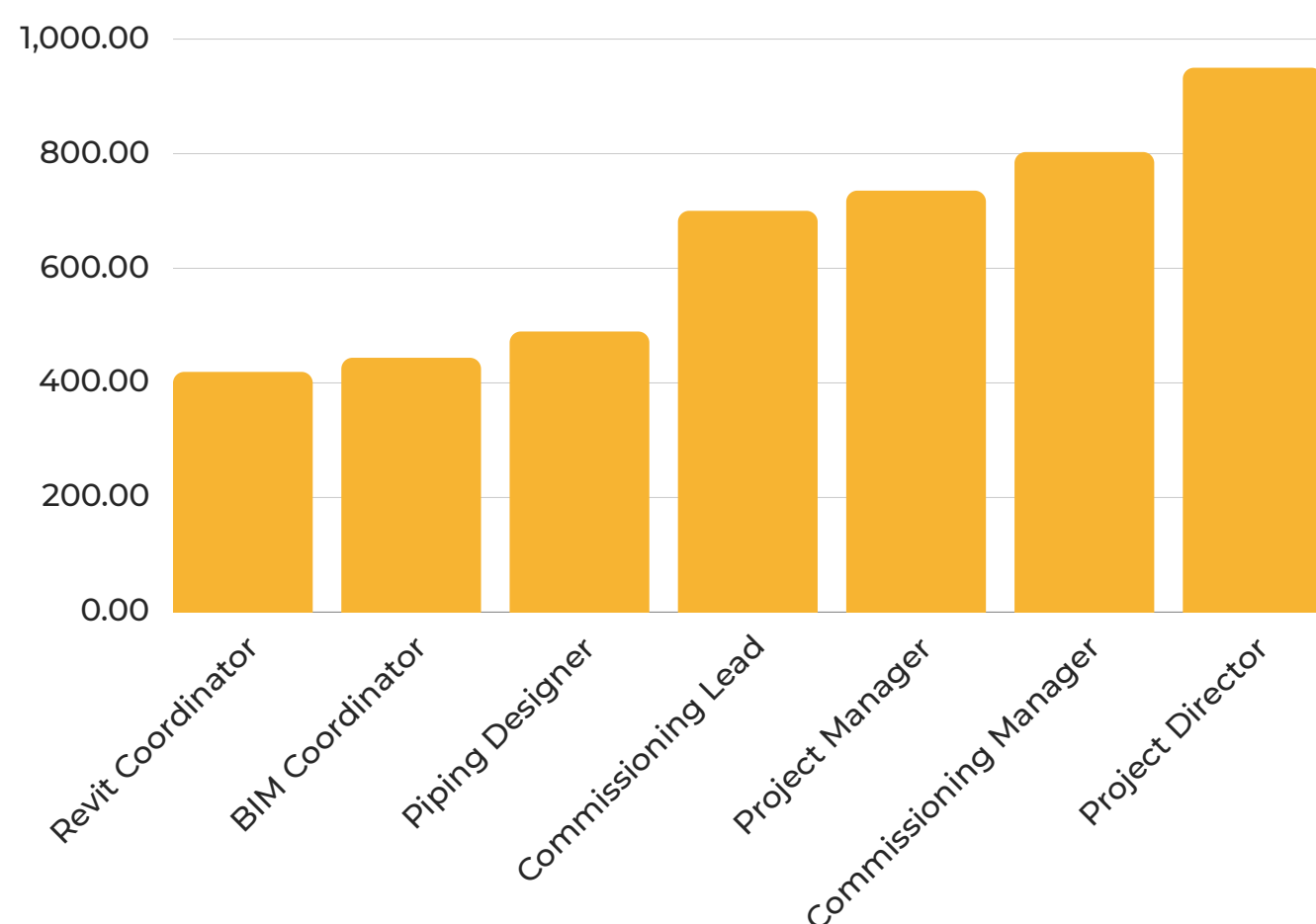The average rate for a contract data centre position in the UK is £569.87 /day (€683.84).

EUROPE

UK

PAY RISES

64% of **European** respondents in contract roles received a rate increase in the last 12 months. **50% had an increase of 5%** or more and **30% had an increase of 10%** or more.

61% of **all** respondents in contract roles received a rate increase in the last 12 months. **44% of these had an increase of 5%** or more and **29% had an increase of 10%** or more.

AVERAGE CONTRACT RATE, EUROPE

Bar chart with roles on the x-axis (Revit Coordinator, BIM Coordinator, Piping Designer, Commissioning Lead, Project Manager, Commissioning Manager, Project Director) and values from 0.00 to 1,000.00.

REVIT COORDINATOR	€419.20
BIM COORDINATOR	€443.85
PIPING DESIGNER	€489.67
COMMISSIONING MANAGER	€700.30
PROJECT MANAGER	€735.52
COMMISSIONING LEAD	€802.87
PROJECT DIRECTOR	€950.00

These are some of the roles we get asked about most. The full data set with more job titles can be found on page 11.

INDUSTRY INSIGHT

"IN ORDER TO BUILD A SKILLS PIPELINE IN THE UK, COMPETITIVE SALARIES FOR ENTRY LEVEL ROLES SUCH AS LEVEL 3 APPRENTICES NEED TO MATCH THOSE OFFERED BY OTHER ENGINEERING INDUSTRIES.

STUDENTS LEAVING COLLEGE NOW SEE OFFERS UPWARDS OF £23K FROM OTHER SECTORS. THIS NEEDS TO BE REFLECTED IN THE DATA CENTRE SECTOR TO ATTRACT THOSE THAT WANT TO ENTER THE INDUSTRY.

THE DEMAND FROM STUDENTS FOR APPRENTICESHIPS IN THE SECTOR NOW EXCEEDS THE SUPPLY, AND THIS IS A MORE COST-EFFECTIVE STRATEGY THAN POACHING SEASONED ENGINEERS FROM OTHER SECTORS.
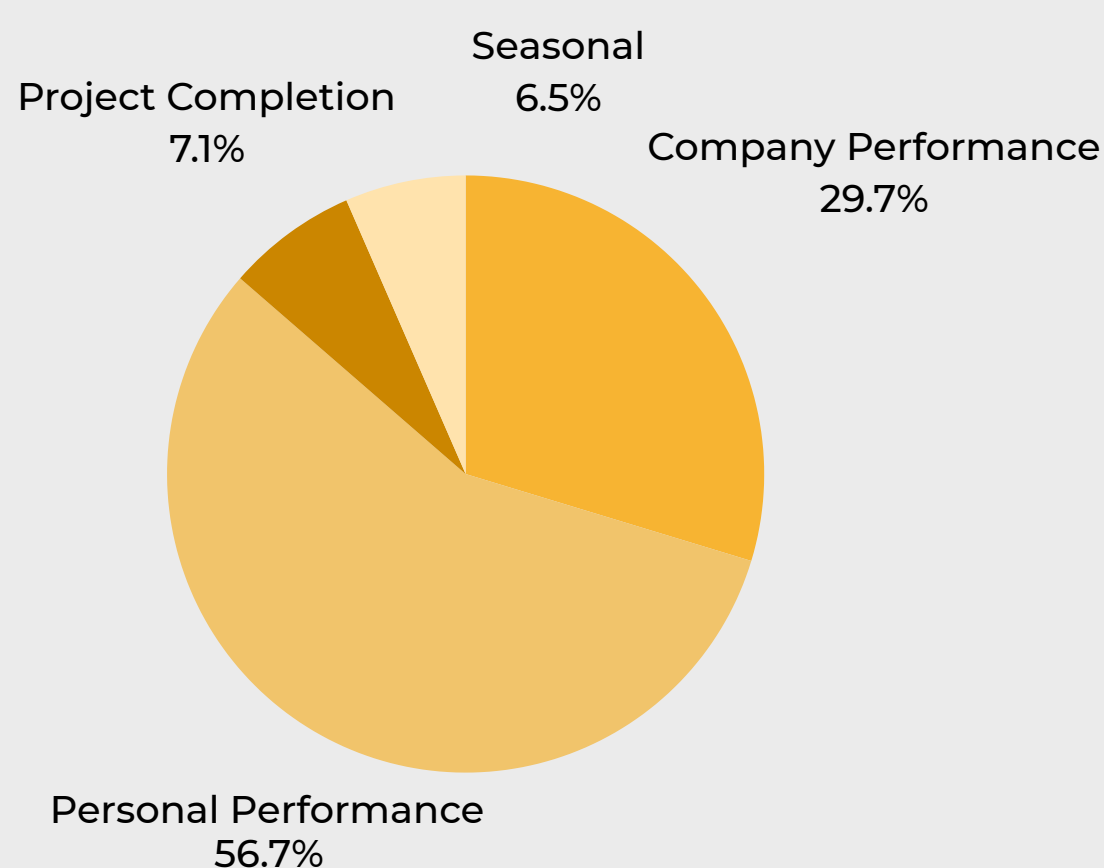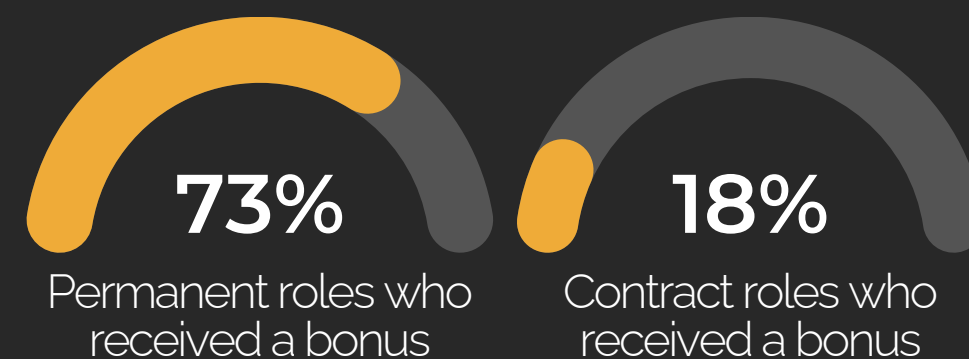
LAUNCH APPRENTICESHIPS, AND PRICE ACCORDING TO THE CURRENT MARKET CONDITIONS."

MIKE HALLIDAY
DIRECTOR, TECHED PROGRAMMES LTD

BONUSES

73% of European respondents in a permanent role received a bonus in the past twelve months.

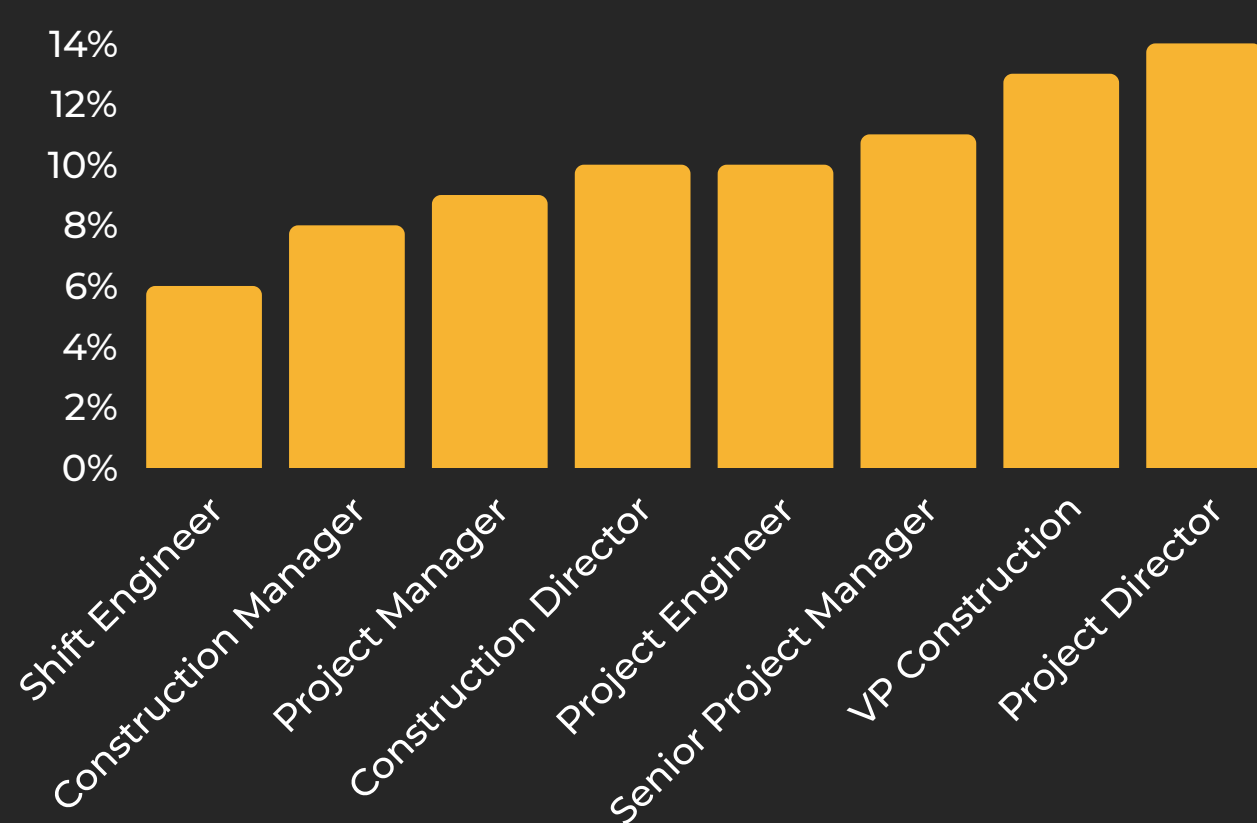The percentage of European respondents in a contract role who received a bonus was 18%.

73% Permanent roles who received a bonus

18% Contract roles who received a bonus

Project Completion 7.1%
Seasonal 6.5%
Company Performance 29.7%
Personal Performance 56.7%

BONUS PAYMENT TYPES

57% of European respondents said their bonus was related to **Personal Performance**.

30% of European respondents said their bonus was related to **Company Performance.**

14% of European respondents said their bonus was related to **Project Completion** or was a **Seasonal Bonus**.

EUROPE: AVERAGE BONUS (% OF ANNUAL BASE SALARY)

Shift Engineer, Construction Manager, Project Manager, Construction Director, Project Engineer, Senior Project Manager, VP Construction, Project Director

BONUS PAYMENT AMOUNTS

Of all the job titles surveyed that received a bonus, unsurprisingly C-Suite and Directors received the highest average bonus payments.

The job roles with the lowest average bonus are Senior Quantity Surveyors, Project Engineers, Day Engineers, and Commissioning Engineers.

For the full list of job titles and bonuses see the full table on page 11.

INDUSTRY INSIGHT

"THESE ARE BOTH OPPORTUNE AND WORRYING TIMES FOR DATA CENTRES. ON THE ONE HAND, EXCITEMENT IS HIGH ABOUT BEING ABLE TO WORK IN I.T. INNOVATION AND THE POTENTIAL OF AI IN THE DATA CENTRE. ON THE OTHER HAND, SALARIES MAY NOT BE KEEPING UP WITH INFLATION, DEI PROGRESS MAY BE SLOWING, AND THE WORK-LIFE BALANCE MAY BE TIPPING SLIGHTLY IN THE WRONG DIRECTION. WHAT IS CERTAIN IS THAT THE NEXT 12 MONTHS WILL BE INTERESTING FOR THE DATA CENTRE. LET'S SEE HOW THE AI FRENZY IMPACTS THINGS IN THE REAL WORLD AND WHETHER SALARIES WILL HEAD UPWARD TO KEEP PACE WITH INFLATION."
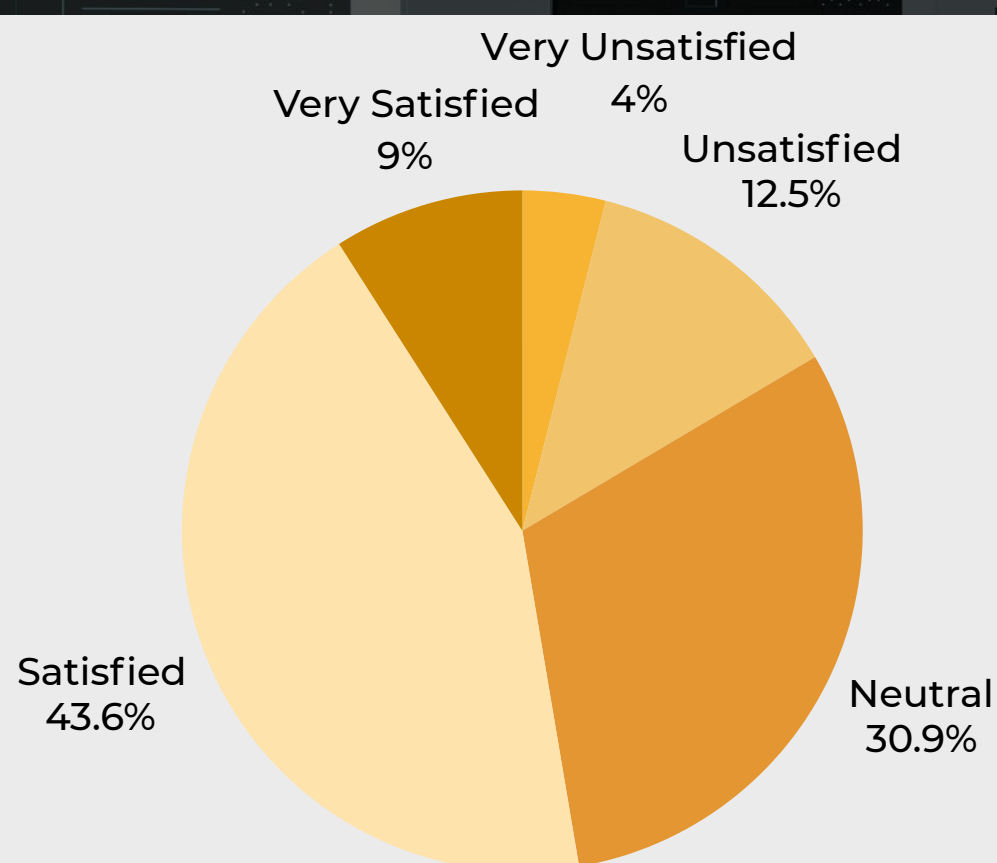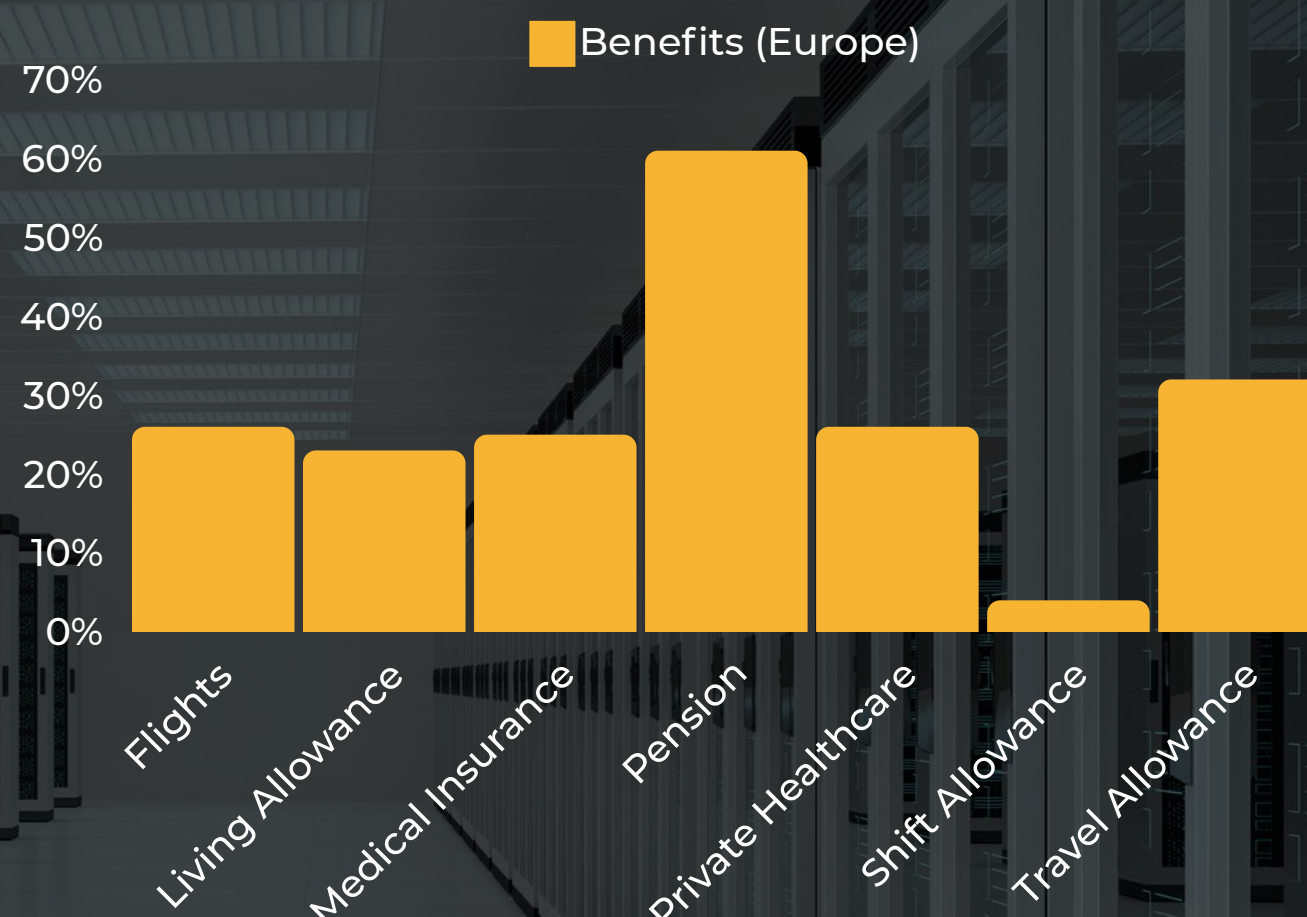
DATA CENTER KNOWLEDGE 2024 SALARY REPORT

BENEFITS

96% of European respondents receive benefits as part of their employment in the data centre industry.

61% of European respondents receive a pension. The next most common benefits offered by companies are private healthcare and travel allowance.

93% of European respondents receive fewer than 31 days holiday per year, with the majority of these receiving between 21 and 30 days.

Benefits (Europe)

Bar chart showing benefits percentages for Flights, Living Allowance, Medical Insurance, Pension, Private Healthcare, Shift Allowance, Travel Allowance (Y-axis 0%–70%).

Pie chart: Very Satisfied 9%, Very Unsatisfied 4%, Unsatisfied 12.5%, Neutral 30.9%, Satisfied 43.6%
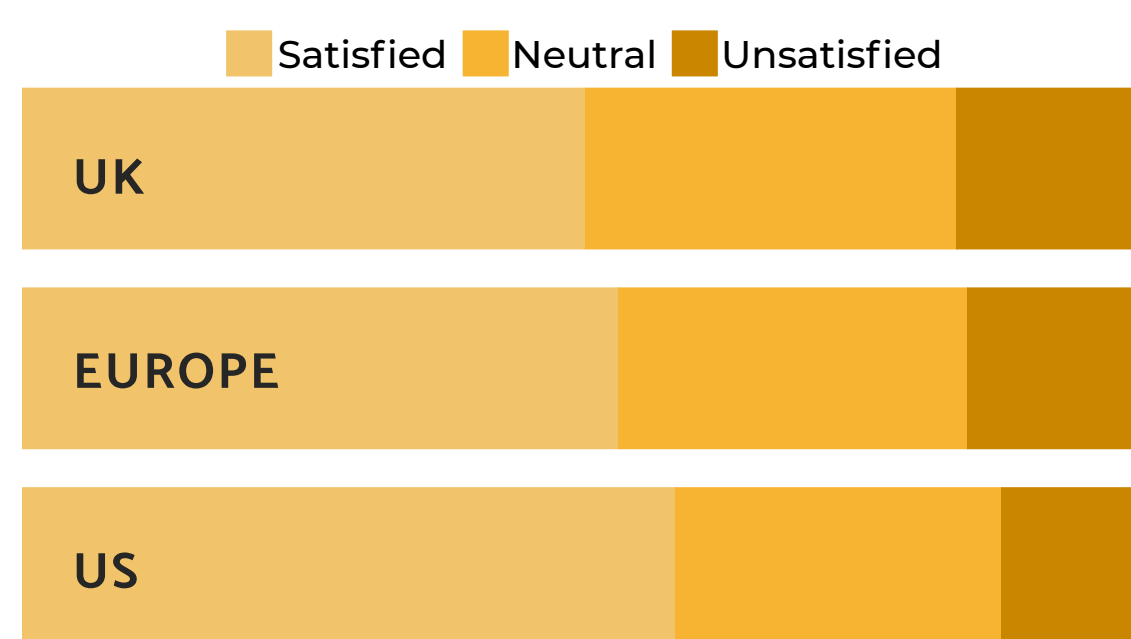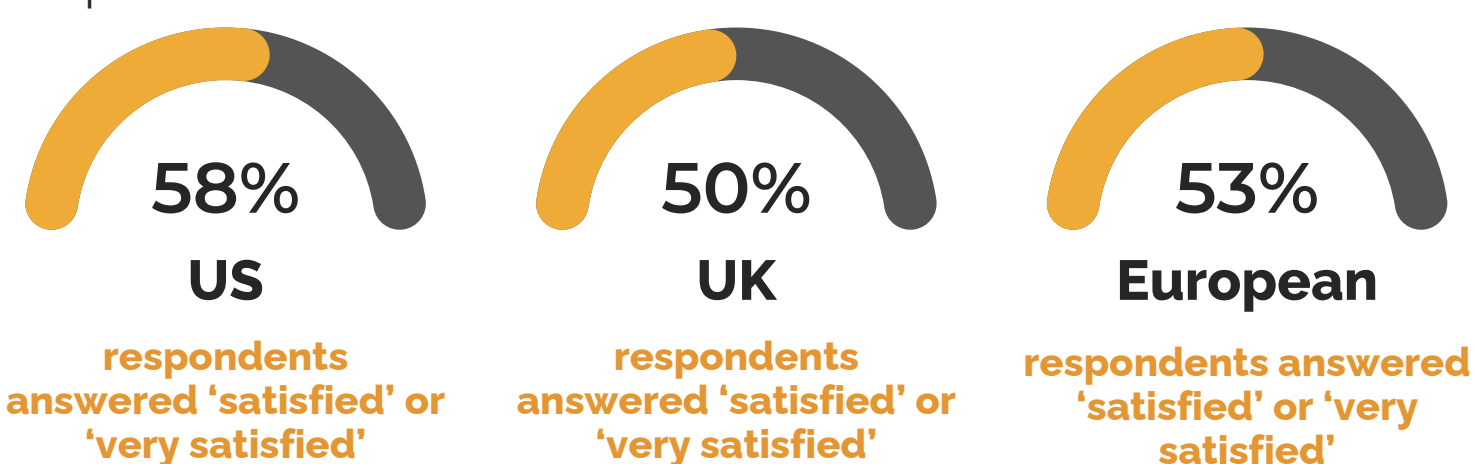
BENEFITS SATISFACTION

16% of European respondents indicated that they are unsatisfied with their current benefits package, and a further 31% answered 'neutral'.

53% **of European respondents indicated that they are satisfied with their current benefits package.**

Most people are satisfied with their benefits package, but the 16% who are unsatisfied and 31% who are neutral are a flight risk to companies who are not offering a competitive benefits package.

REGIONAL COMPARISON

European respondents are less satisfied with their current benefits package than US respondents and more satisfied than UK respondents.

58%
US
respondents answered 'satisfied' or 'very satisfied'

50%
UK
respondents answered 'satisfied' or 'very satisfied'

53%
European
respondents answered 'satisfied' or 'very satisfied'

Satisfied ▪ Neutral ▪ Unsatisfied

	Satisfied	Neutral	Unsatisfied
UK			
EUROPE			
US			

ADDITIONAL BENEFITS

Respondents were asked to suggest additional benefits that they would like their current employer to offer. Of the people that wrote suggestions, the most popular were remote and/or hybrid working options, health care and/or medical insurance, company vehicle, childcare, accommodation, better pension, better overtime rate, gym membership, flexible working hours, and better bonus payments.

The top three additional benefits mentioned were pensions, travel allowance, and private healthcare.

There is an opportunity for employers to look at this list of benefits and see if they can offer any of these to help to attract talent in a skill shortage market.

SURVEY DATA

We focused our research on the most in-demand skill sets in the data centre industry.

The table below includes the full data, where we had enough data to provide meaningful insight.

If there is a job title missing that you would like to benchmark then please contact us and we would be happy to benchmark it for you.

AVERAGE SALARIES (EUROPE)

Job Title	Average Perm Salary	Average Contract Salary	Average Bonus %	Job Title	Average Perm Salary	Average Contract Salary	Average Bonus %
Commercial Director	€142,500.00		21%	Operations Director	€172,000.00		12%
Commercial Manager	€113,833.33	€775.00	12%	Operations Manager	€119,166.67		13%
Commissioning Engineer	€72,812.50	€643.75	8%	Project Director / Exec	€130,294.12	€950.00	14%
Commissioning Manager	€122,916.67	€779.17	10%	Project Engineer	€75,892.86	€525.00	10%
Construction Director	€137,000.00	€787.50	10%	Project Manager	€99,013.16	€680.00	9%
Construction Manager	€95,384.62	€700.00	8%	QA/QC	€90,000.00	€625.00	5%
Cost Manager	€74,166.67	€575.00	6%	Quantity Surveyor	€75,416.67		8%
C-Suite / Board	€179,285.71		25%	Sales Director	€159,444.44		17%
Data Centre Manager	€78,571.43		10%	Senior Cost Manager	€102,222.22		10%
Day Engineer	€60,714.29		10%	Senior Project Manager	€115,357.14	€875.00	11%
Design Director	€157,500.00		25%	Senior Quantity Surveyor	€98,750.00	€650.00	5%
Design Manager	€106,136.36		8%	Shift Engineer	€50,000.00		6%
Development Director	€165,000.00	€950.00	18%	Shift Leader	€78,750.00		5%
Development Manager	€105,000.00	€650.00	25%	Superintendent	€85,000.00		5%
HSE Advisor	€70,000.00	€575.00	5%	Technical Manager	€74,166.67	€425.00	18%
HSE Manager	€107,500.00	€675.00	13%	VP Construction	€195,000.00		13%
Lead Superintendent	€145,000.00		5%	VP Sales	€195,000.00	€625.00	25%

"When I first started recruiting within the Data Centre sector six years ago, the market for talent was already strained. There were simply not enough candidates to go around and that inevitably saw the rising of salaries in order to poach from competitors.

Six years later, we have a very similar aging workforce stretched even thinner with the huge increase in the number of data centres both live and in design/build phases. Salaries are still important, but the focus has shifted to the ability to retain the best talent. Wider benefits including bonus schemes, share policies, holiday allowance, pension contribution, flexible working, and clear career progression have become king."

Ben Palmer
EMEA Team Leader, DataX Connect

AGE AND SECTOR EXPERIENCE

Europe has a significant percentage of early-career professionals.

28% of data centre professionals in Europe have **less than 3 years of sector experience**, with the **UK at 29%** and the **US at 16%**.

European respondents are evenly distributed across experience levels.

Less than 1 year (4%), 1-3 years (25%), 3-5 years (23%), 5-10 years (26%), and more than 10 years (22%).

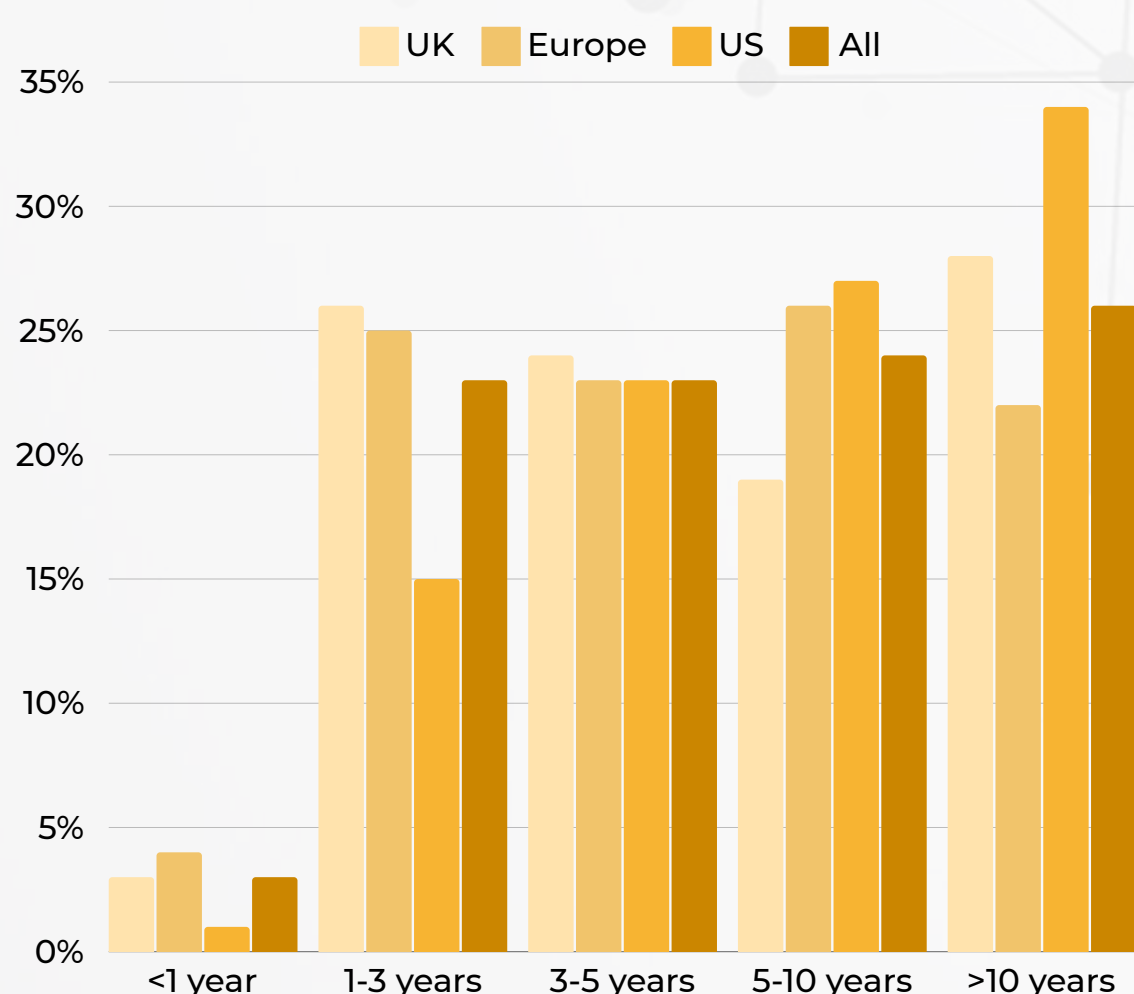**Europe has a low percentage of data centre professionals aged 18-24.**

Just 1% of data centre professionals in Europe are aged between 18 and 24. This is the same as the US and lower than the UK (3%).

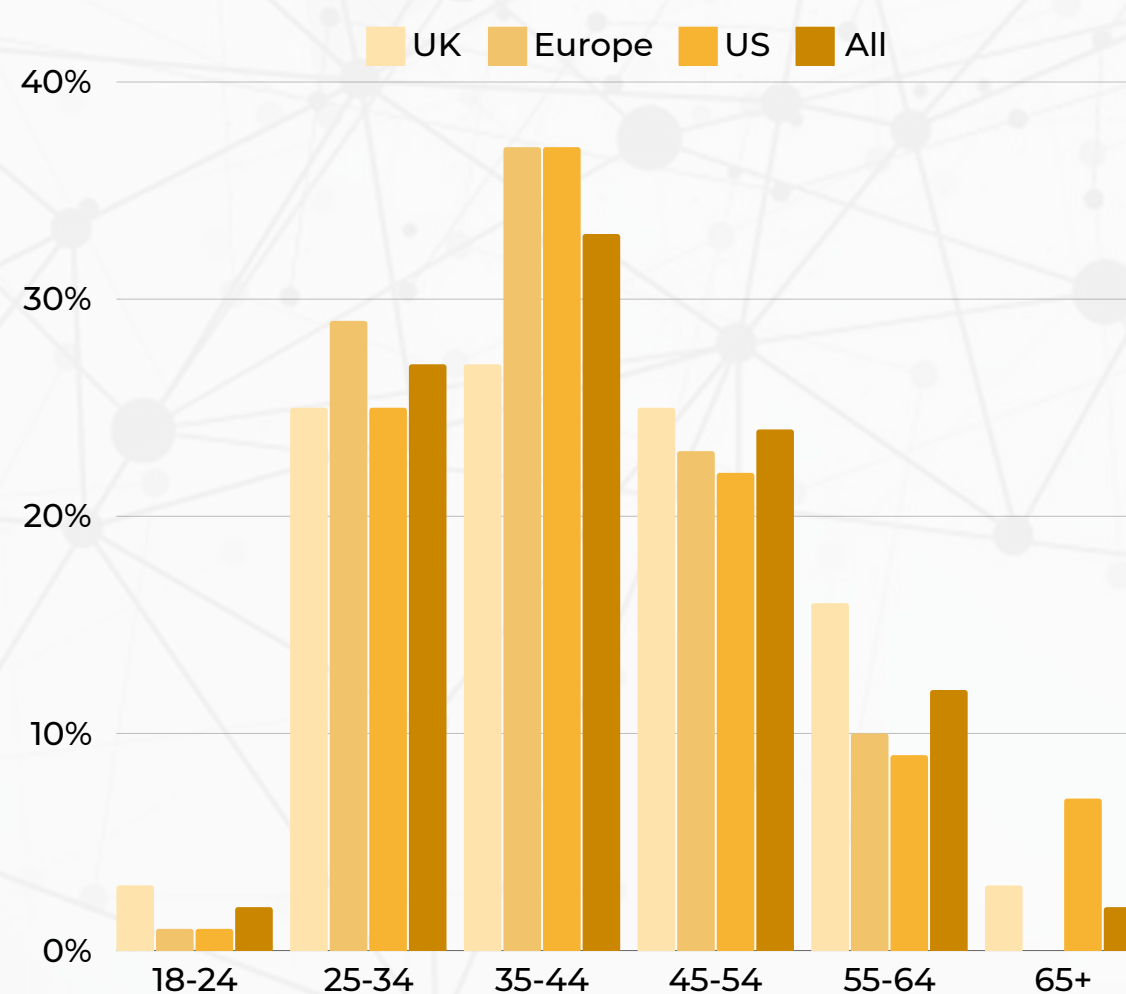**Europe has the highest percentage of 25-44 year olds.**

65% of European respondents are aged between **25 and 44**.

This shows the survey data is largely influenced by the perspectives of more experienced individuals, which provides valuable insights for seasoned professionals, but may underrepresent the viewpoints of those newer to the field. If we want to attract new talent in to the sector, perhaps we need to focus on the views of younger and less experienced talent.

SECTOR EXPERIENCE

Legend: UK, Europe, US, All

	<1 year	1-3 years	3-5 years	5-10 years	>10 years
UK	3%	26%	24%	19%	28%
Europe	4%	25%	23%	26%	22%
US	1%	15%	23%	27%	34%
All	3%	23%	23%	24%	26%

AGE

Legend: UK, Europe, US, All

	18-24	25-34	35-44	45-54	55-64	65+
UK	3%	25%	26%	24%	16%	4%
Europe	1%	29%	37%	22%	10%	1%
US	1%	25%	37%	21%	9%	7%
All	3%	27%	33%	23%	11%	3%

INDUSTRY INSIGHT

"INCREASING THE REPRESENTATION OF WOMEN IN DATA CENTRES IS ESSENTIAL FOR FOSTERING DIVERSITY, INNOVATION, AND INCLUSIVITY IN THE TECH INDUSTRY.

EFFORTS SHOULD FOCUS ON ADDRESSING GENDER BIASES, PROMOTING STEM EDUCATION FROM A YOUNG AGE, AND PROVIDING TARGETED MENTORSHIP AND TRAINING PROGRAMS. ORGANISATIONS CAN PLAY A CRUCIAL ROLE BY CREATING INCLUSIVE WORKPLACE CULTURES, OFFERING FLEXIBLE WORK ARRANGEMENTS, AND ACTIVELY SUPPORTING THE CAREER GROWTH OPPORTUNITIES WITHIN THE DATA CENTRE SECTOR.

BY EMPOWERING WOMEN WITH THE SKILLS AND SUPPORT NEEDED TO SUCCEED, THE INDUSTRY CAN BETTER HARNESS DIVERSE PERSPECTIVES, LEADING TO IMPROVED PROBLEM-SOLVING AND BUSINESS OUTCOMES. THIS IS ONE OF THE MANY REASONS FOR SETTING UP THE LEAP INITIATIVE WHERE WE ARE FOCUSING ON BRINGING THE INDUSTRY TOGETHER TO BRIDGE THE TALENT AND SKILLS GAP AND FEMALE TALENT IS A GREAT OPPORTUNITY WE CANNOT MISS."

HANA SUTTON
EMEA DATA CENTRES PROJECT AND DEVELOPMENT SERVICES LEAD, JLL

REGIONAL INSIGHTS

HOW DOES EUROPE COMPARE WITH THE UK AND THE US?

SALARIES

The average salary for a **permanent** data centre position in Europe is

€108,229.30 /year

This is €425.15 /year more than the equivalent in the UK and €40,013.90 /year less than in the US.

The average rate for a **contract** data centre position in Europe is

€739.58/day

This is €55.74 /day more than the equivalent in the UK.

PAY RISES

69% of **permanent** data centre professionals in Europe received a pay rise in the last twelve months.

This is 6% less than the equivalent in the UK and 11% less than the equivalent in the US.

64% of **contract** data centre professionals in Europe received a pay rise in the last twelve months.

This is 9% more than the equivalent in the UK and the same as the equivalent in the US.
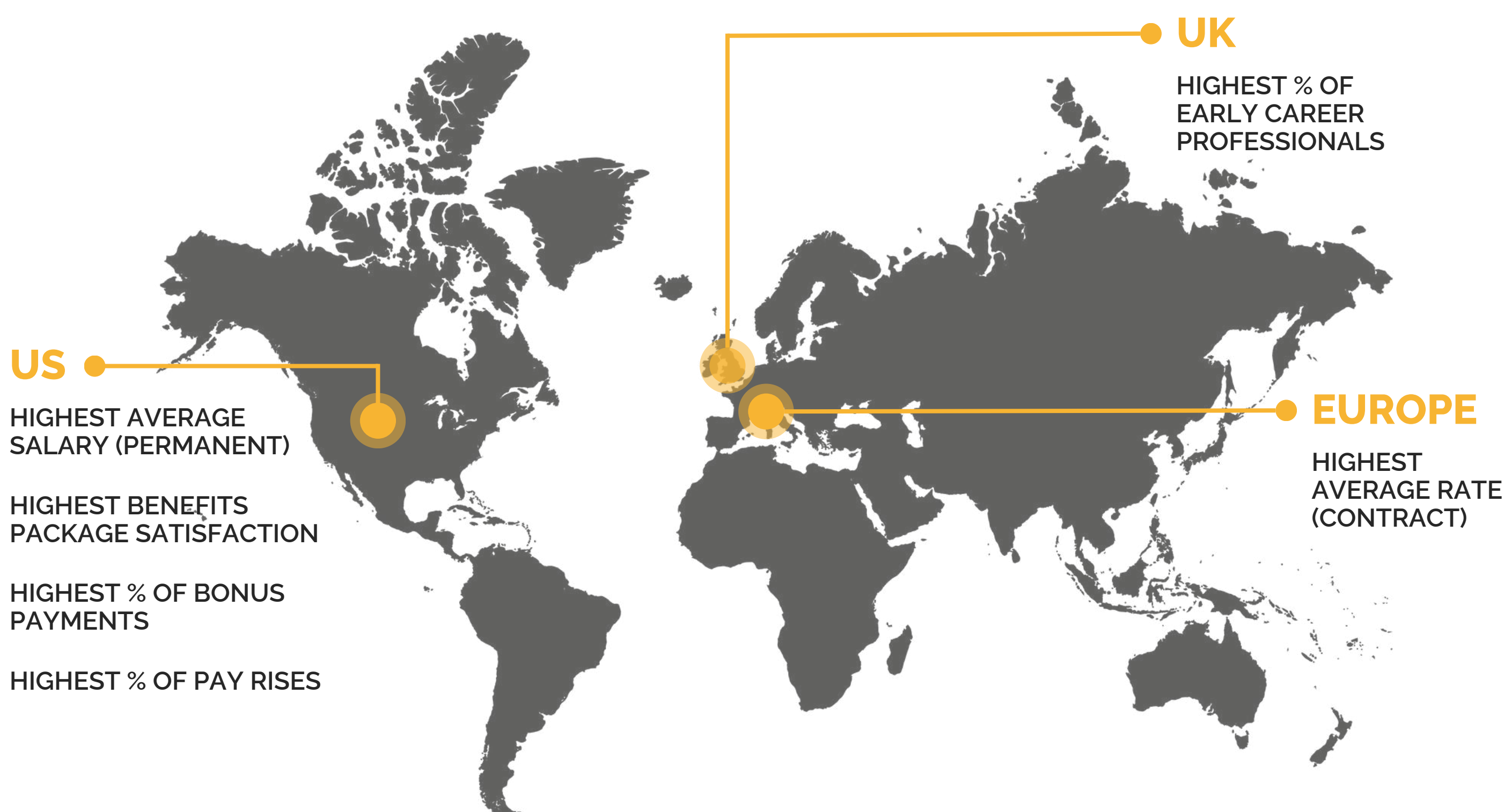
BONUSES

73% of **permanent** data centre professionals in Europe received a bonus in the last twelve months.

This is 1% more than the equivalent in the UK and 15% less than the equivalent in the US.

18% of **contract** data centre professionals in Europe received a bonus in the last twelve months.

This is 10% less than the equivalent in the UK and 46% less than the equivalent in the US.

BENEFITS

53% of European data centre professionals said that they were **'satisfied'** or **'very satisfied'** with their current benefits package.

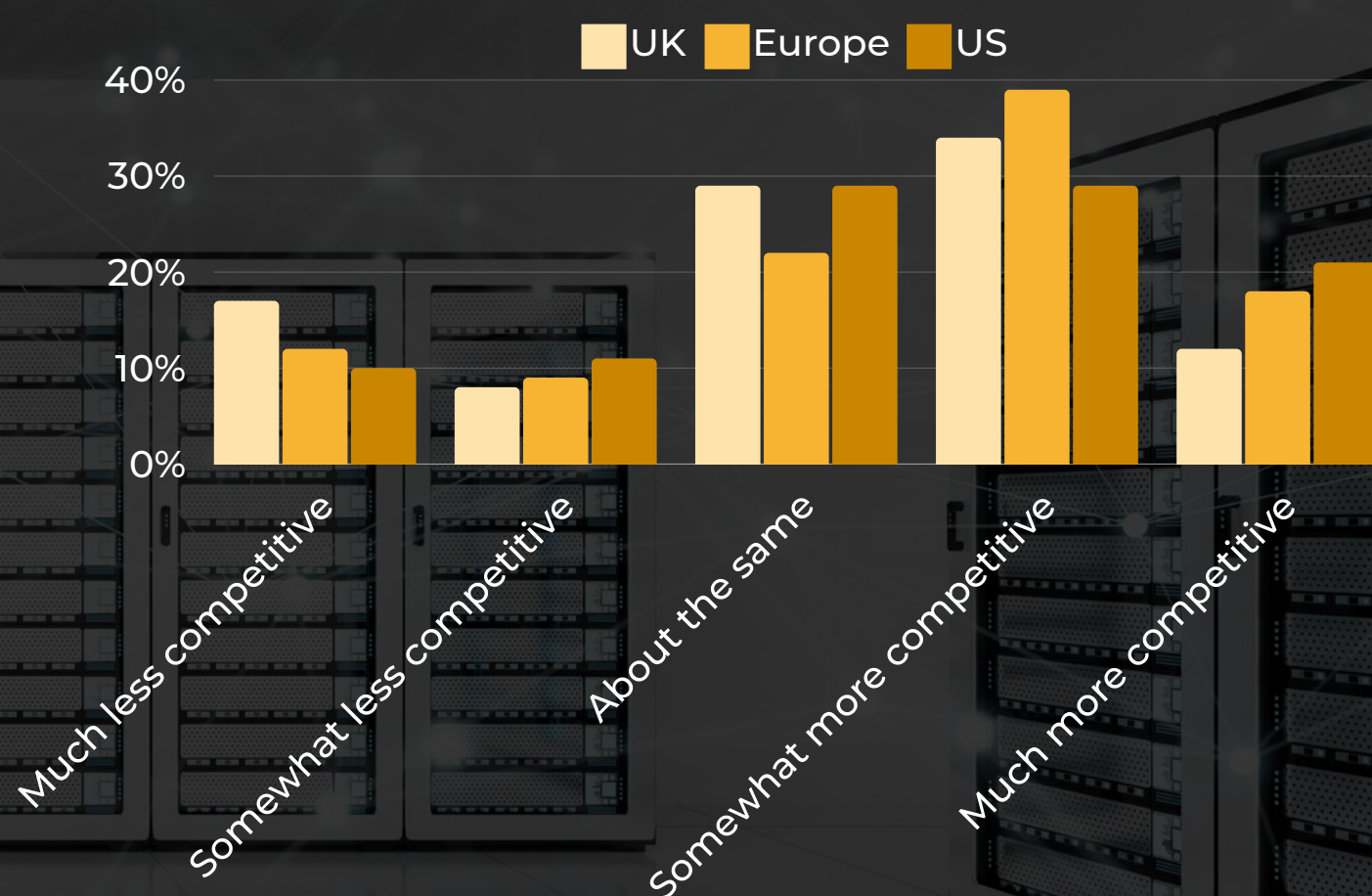This is more than **the UK (50%)** and less than the **US (58%)**.

UK

HIGHEST % OF EARLY CAREER PROFESSIONALS

US

HIGHEST AVERAGE SALARY (PERMANENT)

HIGHEST BENEFITS PACKAGE SATISFACTION

HIGHEST % OF BONUS PAYMENTS

HIGHEST % OF PAY RISES

EUROPE

HIGHEST AVERAGE RATE (CONTRACT)

OTHER INSIGHTS

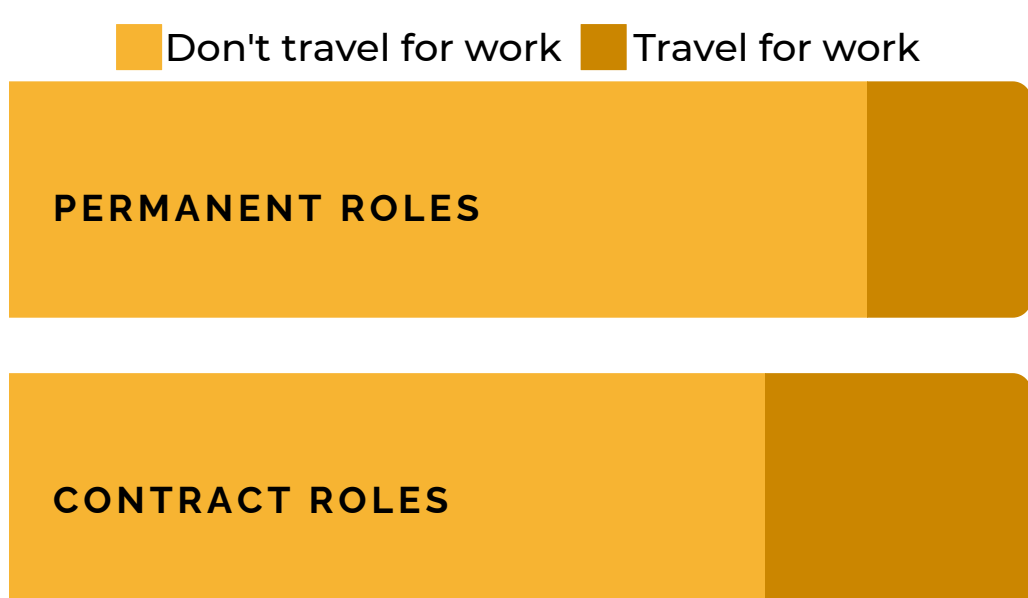## COMPARISON WITH OTHER INDUSTRIES

Respondents were asked to rate the competitiveness of their current data centre salary and benefits in comparison to other industries they have worked in. The main takeaway is that the data centre industry is more competitive than other industries according to the majority of the respondents.

57% of European respondents rated their current centre benefits as **'much more competitive'** or **'somewhat more competitive'** than other industries.

1 in 5 European respondents rated their current benefits as **'somewhat less competitive'** or **'much less competitive'** than benefits in other industries they've worked in.

Legend: UK Europe US
Categories: Much less competitive, Somewhat less competitive, About the same, Somewhat more competitive, Much more competitive

TRAVEL FOR WORK

Legend: Don't travel for work | Travel for work

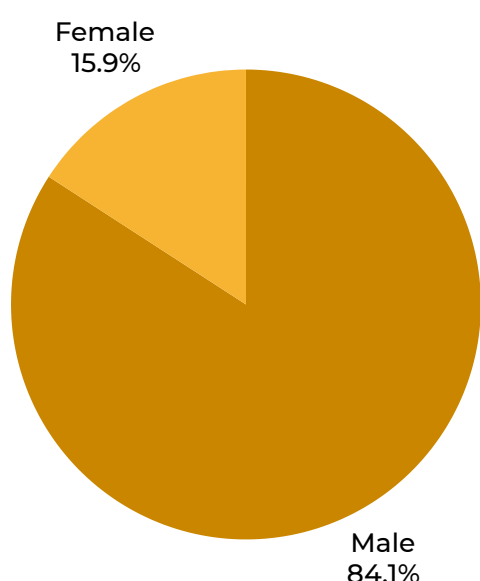**PERMANENT ROLES**

CONTRACT ROLES

16% of European respondents in **permanent** roles work in a different town or city to where they live.

26% of European respondents in **contract** roles work in a different town or city to where they live.

GENDER

16% of European respondents are female and 84% are male. This is between the US (18%) and the UK (13%).

Female 15.9%
Male 84.1%

"If we truly want to address the balance for women in tech careers and within the Data Center sector, we need collaborative efforts from organizations to focus on creating inclusive workplace cultures that support and empower. The findings from these surveys highlights the need for increased efforts to attract and retain people, particularly diverse talent, in our industry.

To do so we need to provide opportunities for growth and development, leverage transferable skills, and cultivate safe and welcoming spaces for everyone.

Personally, I love to see women at a leadership level, and believe that diverse teams are much more successful. I think we could achieve a lot simply by embracing this and generating opportunities for different people to be seen and heard."

Alexandria Iveson
Senior Pursuit Manager, JLL EMEA Data Centers

SUMMARY OF **FINDINGS**

The 2024 Data Centre Salary Survey reveals a mixed landscape in terms of the salaries, benefits, and bonuses of data centre professionals in Europe compared to their counterparts in the UK alone and the US.

The average salary for a permanent role in Europe is more than in both the UK and less than in the US. For contract roles, the average rate for contract employees is higher than in the UK. 69% of permanent professionals received a pay rise, which is lower than the US and the UK. 64% of contract professionals received a pay rise, which is a significantly higher figure than in the UK. Europe trails behind the US with bonus payments; only 73% of European data centre professionals received a bonus in the last twelve months.

Satisfaction with benefits seems to be a real issue. Half of survey respondents said they were not satisfied their current benefits package, and a fifth of respondents rated their benefits as less competitive when compared to other industries they have worked in. 28% of the European data centre workforce have less than three years of experience. Additionally, Europe has one of the lowest proportions of 18-24 year olds at 1%, compared to 3% in the UK.

A notable percentage of professionals commute for work, with 16% of those in permanent roles and 26% in contract roles working in a different town or city than where they live. Women remain underrepresented in the UK data centre industry, with only 16% of survey respondents being female.

These findings indicate a challenging future for the European data centre sector, as it struggles to maintain competitive compensation and benefits compared to other regions.

- ✓ Lower average salaries for permanent data centre employees may make it difficult for companies to attract top talent, especially when competing with a global pool. The lack of young talent is a huge challenge in this high growth industry.

- ✓ The low percentage of pay rises for permanent professionals could lead to challenges in retaining skilled contractors.

- ✓ Low percentage of bonus payments could exacerbate job dissatisfaction, particularly when combined with widespread discontent with benefits packages. Retention will become harder and harder for employers.

SECTOR **GROWTH**

THE CHALLENGES THAT THE DATA CENTRE SECTOR IS EXPERIENCING ARE MATERIALISING AS A RESULT OF SIGNIFICANT GROWTH IN THE INDUSTRY. AS THE INDUSTRY GROWS, ITS HARDER TO ATTRACT AND RETAIN TALENT.

EMPLOYERS SHOULD ASK THE FOLLOWING TWO QUESTIONS:

1. HOW CAN WE ATTRACT MORE TALENT TO THE SECTOR?
2. HOW CAN WE RETAIN THE TALENT WE HAVE?

RECOMMENDATIONS

FOR EMPLOYERS

✓ The fact that 47% of data centre professionals globally are either unsatisfied or feel neutrally towards their current benefits package shows an opportunity for employers to improve. Consider when you last reviewed your benefits package offerings, and ask yourself the question, "Are we offering what employees want?"

Our survey has found that data centre professionals would benefit from a wide range of additional benefits including:

- Vehicle allowance / company vehicle
- Health insurance
- Gym membership
- Lunch allowance / free food on site
- More flexible rotation
- Travel costs including accommodation
- Childcare

- More PTO
- Company equity shares or stock
- Remote working
- Health care
- Uncapped bonuses
- Wellness benefits
- Legal / admin assistance when relocating

✓ The number of inexperienced and young people entering the industry is low; 28% of survey respondents have fewer than three years' sector experience. This suggests that there is simply not enough new talent being attracted into the industry.

Employers should consider whether they are doing enough to attract new talent. Companies can often do more to work with colleges and schools to inspire children from a young age to work in digital futures. For example, we're now part of the Digital Futures Programme in the UK which aims to inspire 14 to 19-year-olds to join the data centre sector. Employers should also consider how they market themselves to young people, embracing other avenues other than professional platforms like LinkedIn.

In addition to attracting more young talent to the sector, companies should focus efforts on attracting talent from other sectors where similar skillsets are often required.

✓ Just 16% of survey respondents are female, suggesting a significant under-representation of women in the sector. In addition to this, there were a number of comments from candidates suggesting that there was a gender pay disparity.

Companies should question what they can do to make the industry a more attractive option for women.

FOR INDIVIDUALS

✓ If you would like us to benchmark your specific salary, personalised to your experience and location, please contact us on **connect@dataxconnect.com**.

If you are not happy with your compensation, we recommend you speak to your employer. Good talent is hard to find and they will want to retain you rather than you leave for a bigger salary elsewhere. It's important to have open and respectful conversations about compensation, approaching the conversation with gratitude and professionalism.

When discussing compensation, it's beneficial to come prepared with research and evidence to support your case. Benchmark your salary against other similar roles in the same location with the same level of experience that you have. This shows that your request is well-considered and based on facts, not just emotions. If you would like coaching or advice before initiating this conversation, please don't hesitate to contact us for guidance.

MARKET VIEW

EUROPE

The top five established markets in Europe are London, Madrid, Paris, Frankfurt, and Amsterdam.

The top five emerging markets in Europe are Milan, Zurich, Copenhagen, Warsaw, and Zaragoza.

THE AMERICAS

The top five established markets in the Americas are Virginia, Atlanta, Dallas, Phoenix, and Oregon.

The top five emerging markets in the Americas are Kansas City, Nashville, Iowa, Minneapolis, and Austin.

ASIA-PACIFIC

The top five established markets in Asia-Pacific are Tokyo, Mumbai, Sydney, Beijing, and Jakarta.

The top five emerging markets in Asia-Pacific are Osaka, Hyderabad, Bangkok, Chennai, and Delhi NCR.

Data from Cushman & Wakefield 2024 Global Data Centre Market Comparison.

We're passionate about producing valuable research content for the data centre sector. Our researcher produces regular **regional market reports** featuring the latest on vacancy rates, land and power availability, and development pipelines of markets across the globe.

We can produce bespoke reports on additional regions. Contact **connect@dataxconnect.com**.

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DataCenter Knowledge

WE BREATHE DATA CENTRES.

DataX Connect is a global data centre recruitment specialist. When searching for talent, or when seeking a career move, you want to work with an organisation that is embedded in the data centre sector.

We work with the leading data centre organisations across the globe and have a network of the best talent in the industry. Connecting data centre talent with leading organisations across the globe is our passion.

We understand the challenges faced when recruiting talent, retaining staff, and job seeking in the data centre market.

We offer much more than simply a recruitment service.

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