CONSIDERING SINGAPORE?

Why **Perth, Australia** is the Smart Expansion Play for Neocloud Providers

NEXTDC

where AI lives™

Perth: The New Strategic Frontier for Cloud and AI Infrastructure in APAC

As the global demand for GPU-as-a-Service (GPUaaS) and specialised AI platforms scales exponentially across Asia-Pacific, infrastructure decisions for Neocloud providers are becoming more strategic than ever. While Singapore has long been a foundational digital hub, escalating constraints in capacity, sustainability, and evolving regulatory landscapes are now compelling Neocloud providers to critically re-evaluate their regional expansion.

This brief explores why Perth, Australia is emerging as a sovereign, highly scalable, and genuinely sustainable infrastructure destination. Its unparalleled, low-latency connectivity to Asia, robustly resilient infrastructure, and established regulatory clarity combine to offer Neocloud providers a distinct and powerful competitive advantage. This makes Perth ideal for the most demanding cloud-native platforms. It supports the delivery of cutting-edge AI, SaaS, fintech, and critical sovereign digital services, and accelerates GPU-intensive deployments across the APAC market.

To help you navigate this deep dive into Perth's rise as APAC's next cloud and AI powerhouse, here's a breakdown of what we'll cover:

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The Race for Regional Cloud Leadership

The Asia-Pacific cloud infrastructure market isn't just expanding; it's undergoing a strategic shift. With IDC forecasting that over 60% of enterprises will migrate mission-critical workloads to the cloud by 2026, and growth expected to surge at a 12.5% CAGR through 2030, demand for sovereign-grade, high-performance infrastructure is intensifying.

For Neocloud platforms, next-generation cloud providers delivering AI, SaaS, fintech, and regulated digital service, this shift demands a new playbook. The priorities have changed: success now hinges on delivering in-country compliance, AI-optimised performance, and resilience designed into every workload.

Across Asia-Pacific, privacy and sovereignty laws are tightening. Frameworks such as Australia's Privacy Act, Japan's APPI, Singapore's PDPA, and South Korea's PIPA exemplify a global shift away from centralised data models toward decentralised, jurisdiction-specific governance. This evolution has rendered the old "deploy once, serve globally" model obsolete. Infrastructure today indeed needs to be designed with sovereign control, local compliance, and geopolitical awareness integrated.

While Singapore remains a vital network hub, its dominance is increasingly challenged by constraints on land, power, and environmental capacity. Its privacy laws, though strong, don't necessarily meet the deeper sovereignty, localisation, and national control requirements now demanded by sectors like finance, health, defence, and AI research.

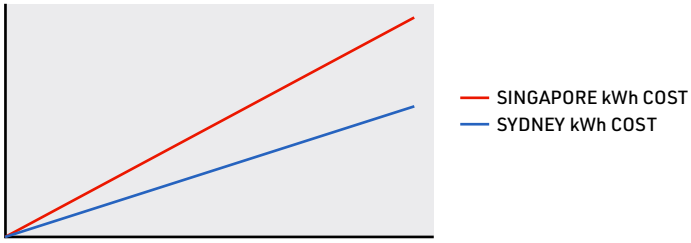
By contrast, Perth, Australia offers a compelling sovereign alternative:

- It is recognised as a Tier 1 allied nation under U.S. digital infrastructure policy, including the CHIPS and Diffusion Acts, granting preferred access to strategic AI technologies, even amid evolving export controls.
- It offers jurisdictional clarity, national data protection, and defence-aligned compliance frameworks built for secure, long-term cloud deployment.
- It provides access to renewable energy, scalable land banks, and high-density infrastructure engineered for the AI era, including NEXTDC's AI Factory–ready facilities.

For Neocloud platforms architecting the next generation of intelligent digital services, Perth, Australia delivers both performance and trust — a rare combination in a region defined by regulatory fragmentation and geopolitical complexity.

Why Cloud Expansion Is Moving Beyond Singapore

Singapore has been at the forefront of Asia's digital transformation for over two decades. However, its very success now presents significant challenges for scaling high-performance compute and GPU-as-a-Service platforms. Between 2019 and 2022, the government imposed a moratorium on new data centre developments. Although this restriction has since been lifted, new projects are now subject to stringent sustainability requirements. These measures have significantly constrained capacity planning, driving up development costs, reducing land availability, and prolonging approval timelines for digital infrastructure providers. Compounding these challenges, electricity prices in Singapore remain considerably higher than those in major Australian cities such as Sydney, directly increasing operational costs for energy-intensive GPU infrastructure.



OPERATIONAL COSTS OVER TIME

Neocloud providers are agile cloud-native platforms with ambitious plans for GPU power. They face a critical challenge: scaling GPU capacity quickly without sacrificing performance, compliance, or the ESG standards their customers expect.

Enter Perth. Located strategically on Australia's west coast, Perth presents a compelling alternative. With abundant land, reliable power, and a stable planning framework, it fully supports accelerated deployment at hyperscale. Knight Frank notes Perth's "key strategic advantage" due to available land and electricity grid capacity, addressing challenges faced by other established hubs. NEXTDC's digital campus in Perth, including the cutting-edge P1 and P2 facilities, offers high-density power, liquid-cooled rack support, and AI-ready zones purpose-built for tomorrow's most demanding GPU-intensive workloads. Providers get more than just space to expand, they gain flexibility and a competitive advantage for delivering AI compute.

Low Latency, No Limits: Perth's Edge in APAC Connectivity

Latency is no longer just a network metric; it is a critical platform differentiator for AI and real-time applications. AI inference, cloud gaming, collaborative software, and real-time analytics all demand sub-50ms latency to meet user expectations and enable true real-time operations. Perth delivers this essential low latency to Singapore, Jakarta, and wider APAC through multiple, diverse subsea cable routes, including Indigo, Oman Australia Cable (OAC), and the Australia Singapore Cable (ASC). Recent investments by companies like SUBCO in cables such as the SMAP system (Perth to Sydney/Melbourne/Adelaide) and the OAC extension further solidify Perth's position as a robust international gateway.

What's more, by hosting in Perth, Neocloud providers actively avoid the bandwidth congestion and IP traffic bottlenecks increasingly seen in Singapore's highly utilised networks. While Singapore has introduced guidelines to minimise disruptions, the sheer density of traffic can still pose challenges. Perth's role as a network interconnect hub is rapidly growing, not shrinking, further bolstered by sovereign investments in low-latency subsea infrastructure. For Neocloud platforms, that translates directly to predictable performance, enhanced user experience, and a lower cost-per-bit for global transit of massive AI datasets.

Built for Sovereignty: Why Australia Delivers Trust at Scale

With rising geopolitical tensions and increasing scrutiny over data jurisdiction, infrastructure sovereignty has become a board-level consideration for every cloud provider. Data residency and compliance requirements such as Australia's robust Critical Infrastructure Act and the Security of Critical Infrastructure (SOCI) reforms are increasingly mirrored in other jurisdictions globally.

Perth stands out as a stable, democratic, and legally transparent location that offers full control over data governance. NEXTDC's facilities are meticulously built to exceed compliance baselines including ISO 27001, SOC 2, PCI DSS, and IRAP certification (Australia's information security standard for government). Neocloud providers can confidently choose zones specifically tailored to sovereign cloud deployments, ensuring unwavering alignment with stringent industry and government mandates for their high-value, sensitive AI workloads.

NEXTDC Perth: AI-Optimised, DGX-Certified, and Purpose-Built for Neocloud Scale

NEXTDC's P1 and P2 data centres in Perth are engineered to meet the demands of modern, mission-critical AI workloads. P2, a Tier IV-certified facility, features fault-tolerant architecture, dual power pathways, and high-density capacity, making it an ideal environment for deploying liquid-cooled racks, GPU clusters, and scaling from single cabinets to multi-megawatt footprints.

For Neocloud platforms, this means more than just capacity, it means confidence.

DGX-Certified

NEXTDC is an NVIDIA DGX-Ready Data Centre certified provider, validating that our infrastructure meets the stringent requirements for power, cooling, and networking performance necessary to support DGX systems.

AI-Optimised

NEXTDC's AI-ready environments support 130kW per rack today, with designs underway to accommodate 600kW ultra-dense AI clusters. Neocloud providers can deploy advanced GPU-accelerated workloads with the assurance that they are operating within an environment specifically optimised for AI training, inference, and production-scale deployment.

This is not theory, it's already in action. NEXTDC's partnership with SharonAI, for example, has enabled the successful launch of GPU-as-a-Service at scale, delivering real-time AI performance from within a DGX-certified infrastructure stack.

But NEXTDC's value goes beyond the physical layer. Over 750 ecosystem partners, including global cloud platforms, sovereign cloud providers, telecom carriers, and fintech innovators, are directly accessible via high-speed cross-connects. This drastically reduces integration time and operational complexity, enabling Neocloud providers to focus on product velocity, service differentiation, and customer experience, rather than managing infrastructure headaches.

In Perth, Neocloud platforms gain more than a place to deploy, they gain a high-performance, sovereign-grade AI launchpad, ready for the next wave of digital innovation.

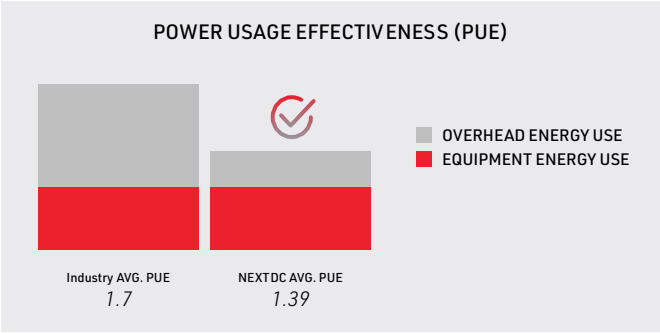
Deploy Anywhere. Stay Compliant. Serve APAC Seamlessly

Today's cloud-native applications, particularly those leveraging AI, demand high availability, low latency, and often regulatory partitioning – all within a unified architecture. **NEXTDC's nationwide platform, interconnected via the AXON virtual exchange, allows Neocloud providers to build once and serve many: from Perth to Sydney, Melbourne, Brisbane, and beyond.**

With built-in redundancy, failover capabilities, and seamless east-west data mobility, platforms can easily create distributed zones for High Availability (HA) workloads, or design regulatory-specific compute zones per jurisdiction. This intelligent approach reduces data duplication, simplifies disaster recovery planning, and enhances application uptime in ways that conventional metro-only deployments can't match, ultimately supporting a distributed GPUaaS model.

Sustainability Without Compromise

As the digital infrastructure sector accounts for 2-3% of global electricity use, sustainability is no longer a bonus, it's a fundamental mandate and a competitive necessity for providers. **NEXTDC's Perth sites are certified carbon neutral under Australia's rigorous Climate Active framework and are engineered for industry-leading Power Usage Effectiveness (PUE) ratings.** In FY23, NEXTDC's average PUE across all data centres was 1.39, significantly better than the industry average of approximately 1.7.



Western Australia's energy market offers robust green power procurement pathways through grid-sourced renewables and direct Power Purchase Agreements (PPAs). The WA Government actively supports green energy major projects, streamlining approvals for new renewable energy initiatives. Neocloud providers can monitor energy use in real-time, automate cooling via AI-enhanced systems, and feed comprehensive sustainability reporting directly into their ESG dashboards – enabling full transparency and accountability across the entire stack, crucial for attracting environmentally conscious customers and investors.

Final Word: What's Next for Neocloud Expansion?

As high-performance compute workloads diversify and governance tightens, the next chapter of cloud expansion will undoubtedly reward Neocloud providers that design for adaptability and resilience. Singapore will undeniably remain essential, but it can no longer be the only answer for comprehensive APAC expansion strategies, especially for specialised GPU infrastructure.

Perth offers sovereign control, scalable power, intercontinental reach, and hyperscale-ready real estate – all embedded in a rich, collaborative partner ecosystem. For Neocloud builders shaping the future of AI, fintech, defence, and sovereign SaaS, Perth isn't a fallback option. It's the NEXT Frontier for GPUaaS in APAC.

Strategic Checklist: Why Neocloud Providers Choose Perth

- **Sub-50ms latency** to Singapore and Southeast Asia, vital for real-time AI inference and responsive GPUaaS.
- **NVIDIA DGX-Ready certified facilities** for optimal AI/ML workload performance and validated GPU deployments.
- **Tier IV fault-tolerant facilities** ready for the most demanding AI and sovereign workloads, ensuring maximum uptime.
- **Certified carbon-neutral infrastructure** aligned with global ESG goals and Australian Climate Active standards, enhancing your sustainability profile.
- **Direct subsea and AXON-based inter-capital connectivity** for seamless national and international reach, critical for distributed AI training.
- **Fully compliant** with robust Australian critical infrastructure legislation (SOCI Act), providing data sovereignty assurance.
- **Immediate scalability** with greenfield deployment flexibility, accelerating your time-to-capacity for GPU clusters.
- **Embedded in NEXTDC's national partner ecosystem** of 750+ providers for reduced integration complexity and expanded service offerings.

The Bottom Line for Neocloud Leaders:

For Chief Executive Officers, Chief Operating Officers, and other organisational leaders within Neocloud businesses, the decision about where to place your critical cloud and AI infrastructure has never been more strategic. This isn't just about IT; it's about your core business advantage.

- **Accelerated Market Entry & Growth:** Get your GPUaaS and AI solutions to market faster and scale without the delays and capacity constraints found elsewhere. Perth offers a clear runway for rapid deployment and expansion, directly impacting your revenue growth.
- **Optimised Performance & Reliability:** Deliver the high-performance AI and low-latency services your customers demand, backed by NVIDIA DGX-Ready certification and Tier IV infrastructure. This translates to superior customer experience and competitive differentiation.
- **Enhanced Compliance & Trust:** Navigate complex data sovereignty and regulatory landscapes with confidence. Australia's robust legal framework in Perth ensures your services meet stringent compliance requirements, building trust with high-value clients, particularly in government and regulated industries.
- **Sustainable & Future-Proof Operations:** Align your infrastructure choices with growing ESG mandates. Perth's focus on renewable energy and NEXTDC's carbon-neutral facilities provide a sustainable foundation, appealing to environmentally conscious customers and investors while reducing long-term operational risks.
- **Strategic Optionality & Ecosystem Leverage:** Gain flexibility in your deployment strategy and tap into a rich ecosystem of partners. This reduces operational overhead, accelerates integration, and allows your engineering teams to focus on core product innovation, not infrastructure headaches.

Choosing Perth means building a resilient, high-performing, and compliant foundation that empowers your Neocloud business to lead in the dynamic APAC market.

Build Where It Matters

If you're building the future of cloud – where AI, data security, and strategic regional expansion intersect – you need infrastructure that is sovereign, connected, and scalable. Perth is no longer a secondary zone. It is a **strategic front line** for the next generation of digital infrastructure.

Connect with NEXTDC to explore how your platform can thrive in Perth. Our Tier IV facilities, partner-rich ecosystem, and **NVIDIA DGX-Ready certified infrastructure** are designed to support your growth – from startup to hyperscale.

Connect with our sales team to discover how your platform can scale faster, smarter, and more securely with NEXTDC Perth—featuring AI-optimised, NVIDIA DGX-Ready certified infrastructure purpose-built for high-performance workloads across Australia and the APAC region.

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