



DATA CENTRE

INDUSTRY INSIGHTS

Salary Guide 2023



Introduction

Compensation information is a key factor in the decision-making process for hiring managers and professionals moving to new roles, yet it is often missing from the narrative. Culturally, discussing personal finances has retained an element of taboo, making it difficult for candidates to understand what they are worth to an organization. For those hiring, a lack of available information around market standards can make it hard to know what to offer both new and existing employees.

To remove some of the mystery, we engaged with over 60 data centre industry professionals from our database to create a 'Salary Guide' for 2023.

In this report, we share key findings around industry benchmarks, salaries and benefits packages within the data centre sector across the Asia Pacific, while offering valuable insights for those hiring talent and professionals seeking their next career opportunity.

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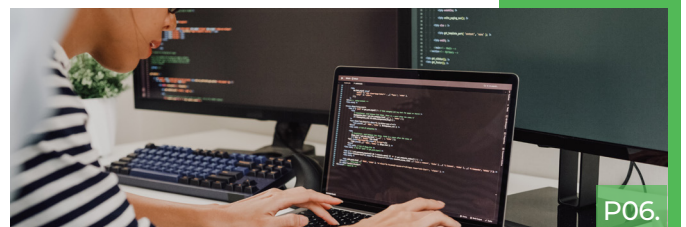
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Data Centre Market Overview

As the world becomes more connected than ever before, data centres are becoming an essential element of infrastructure, and the Asia Pacific (APAC) region is one of the fastest-growing data centre markets in the world. The sector is expected to grow at a CAGR of 12% over the next five years, reaching a market size of USD 55.58 billion by 2028¹.

Digitalisation is high on the agenda for many governments in the region, and several have recently announced digital strategies to strengthen the growth of their respective markets. For example, the Australian Government's Digital Economy Strategy aims to develop the country into a top 10 digital society by 2030².

While some locations already have established data centre markets such as Singapore, Tokyo, and Hong Kong, market growth has been buoyed by rapidly urbanising cities in the region, including Jakarta, Manila, and Mumbai. Whether already established hubs or not, these areas are attracting significant local and international investment. Recent developments include LexisNexis® announcing the launch of its first data centre in India, Equinix launching its bare metal cloud service in Osaka and Melbourne, and NEXTTDC sharing the expansion of its data facilities into Tokyo.





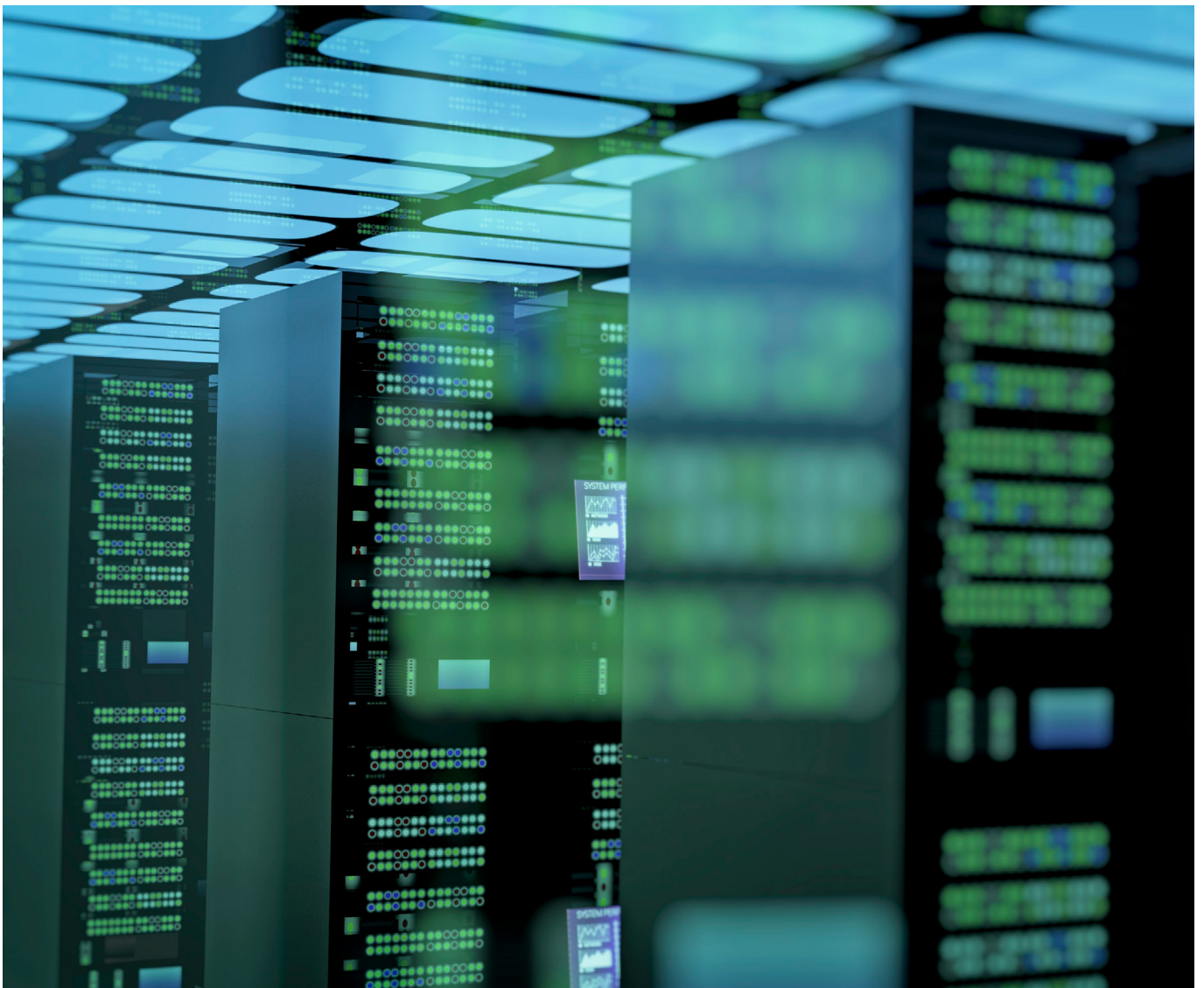
Data Centre Market Overview

DRIVING DEMAND

What's the cause of all this demand? Along with government initiatives, the need for data centres is also soaring due to individual business requirements. With the increasing use of digital technologies across all industries, secure and reliable data storage facilities have never been more vital.

The Covid-19 pandemic sped up the move to online operations for many businesses, resulting in unprecedented demand for cloud services, and this trend still shows no signs of slowing. According to a recent study, 85% of IT decision-makers in APAC expect the amount of data they store in the cloud to grow in 2023, and 87% expect their cloud storage budget to grow this year³. Some of the major sectors requiring large amounts of cloud storage within APAC include social media platforms, professional services and banking, digital payments, and video streaming.

The Internet of Things (IoT) - smart devices and machines that interact without human involvement - is also causing additional demand, and this technology is even being used at a city-wide level. Many rapidly developing cities in the region have smart city policies and goals, where technology is being implemented to optimise energy efficiency, improve public safety, and enhance the overall quality of life for residents. However, this all generates a vast amount of data, and it's critical that it is stored, processed, and analysed in real-time to function correctly.





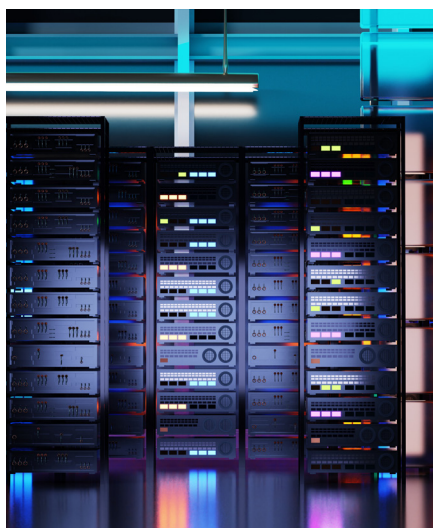
Data Centre Market Overview



OVERCOMING BUILDING BLOCKS

As data centre operators rush to expand their facilities to accommodate market demand, one of the biggest challenges they face is the availability of land. In densely populated areas, they often have to compete with other industries for real estate, increasing their business costs and slowing down development.

Once land has been acquired, securing reliable infrastructure can cause further issues. Data centres require significant energy to power servers, cooling systems, and other equipment, but some countries in APAC still lack reliable power and internet connectivity. Companies will need to work with governments and utility providers to ensure that they have the land and resources they need to operate efficiently.



SUSTAINABLE SOLUTIONS

To tackle these sustainability challenges, the industry is starting to adopt various sustainable practices, including investing in renewable energy sourcing, implementing energy-efficient designs and cooling techniques, and adopting circular e-waste economy models for obsolete equipment.

However, in a recent survey of over 500 data centres in APAC, only 28% had access to energy efficiency metrics, and of those, only 12% extensively used sustainable energy⁵.



SHAPING THE DATA REVOLUTION

The future of APAC's data centre sector will depend on its ability to overcome its infrastructure and sustainability challenges to keep up with exponential demand.

In addition, as companies strive to attract top talent to fill critical roles in their data centre operations, international businesses looking to expand into APAC must take local cultures, laws, and customs into account, and navigate an already competitive hiring landscape.

Finding the right local professionals with the necessary qualifications, skills, and experience will be crucial for businesses to gain a competitive edge and rise as market leaders in the sector.



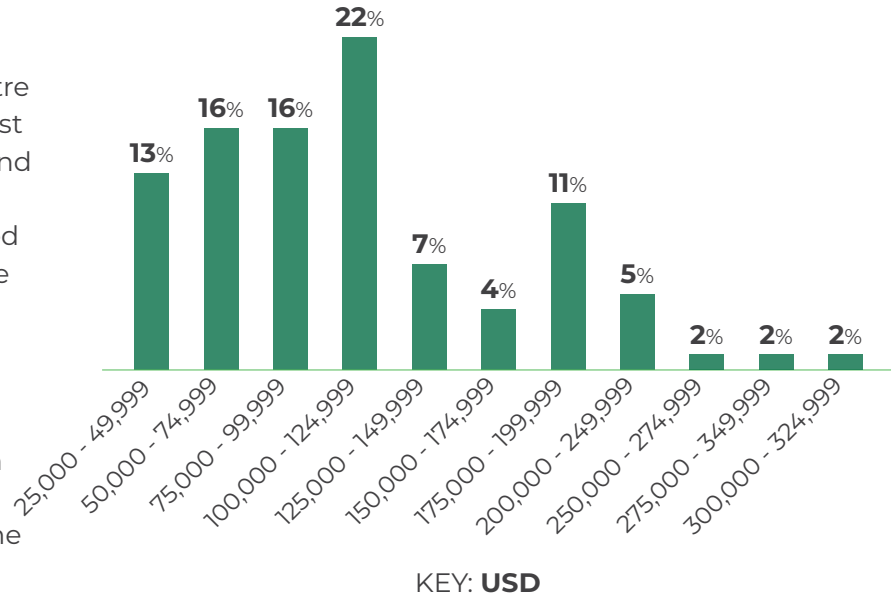
Asia - Data Centre

CURRENT SALARY PACKAGE

A broad range of base salaries was reported among our surveyed data centre professionals in Asia, although the largest proportion earned between USD 100k and USD 125k. The higher salaries shown are likely being offered to highly experienced senior professionals, but for those on the lower end of the pay scale, our results showcase the opportunities available in this flourishing market.

For data centre professionals working in sales, the amount of commission they earned was equally as varied. While some respondents said they earned 16-20% of their base salary as commission, others nearly doubled their base salary.

What is your current annual base salary in USD?



YEARLY BONUSES

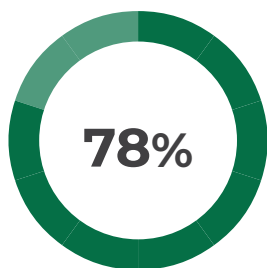
Annual bonuses are an important part of compensation packages for data centre professionals in Asia. 78% of respondents received a bonus in the past 12 months, and just over a quarter (26%) were awarded 6-10% of their base salary.

Our survey results also revealed that one of the top factors that would attract respondents to a new career opportunity, so employers that offer little to no bonus incentive may risk losing their team to competitors.

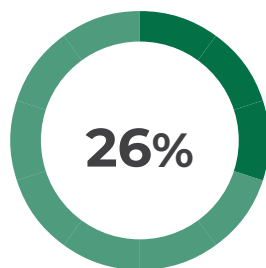
YEARLY BASE INCREMENT

83% of data centre professionals in Asia told us they received a yearly increment this year, although most (62%) were only awarded an additional 0-5% of their base salary.

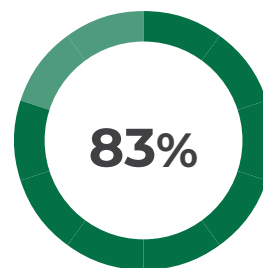
Employers should note that 30% of surveyed professionals are looking for a 21%+ pay rise in their next role, so the increments seen in these results may not be enough to prevent your employees from looking for new opportunities elsewhere.



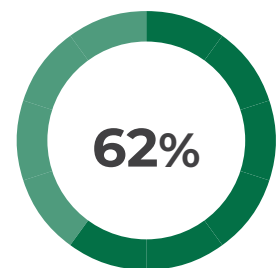
of data centre professionals in Asia have received a bonus.



have received 6-10% bonus this year.



have received a yearly increment.



have received a 0-5% yearly increment.



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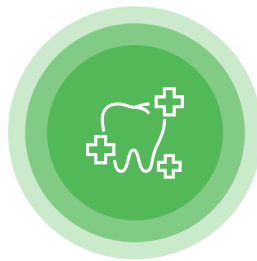
BENEFITS

Almost two thirds (65%) of data centre professionals in Asia received medical cover as part of their current compensation package. 47% received dental cover, and 37% received a travel allowance, which may include train fares, flights, or a car park allowance.

In this competitive market where many companies are expanding their presence in the region, these standard additions may no longer be enough to attract and retain top talent.



Medical Cover



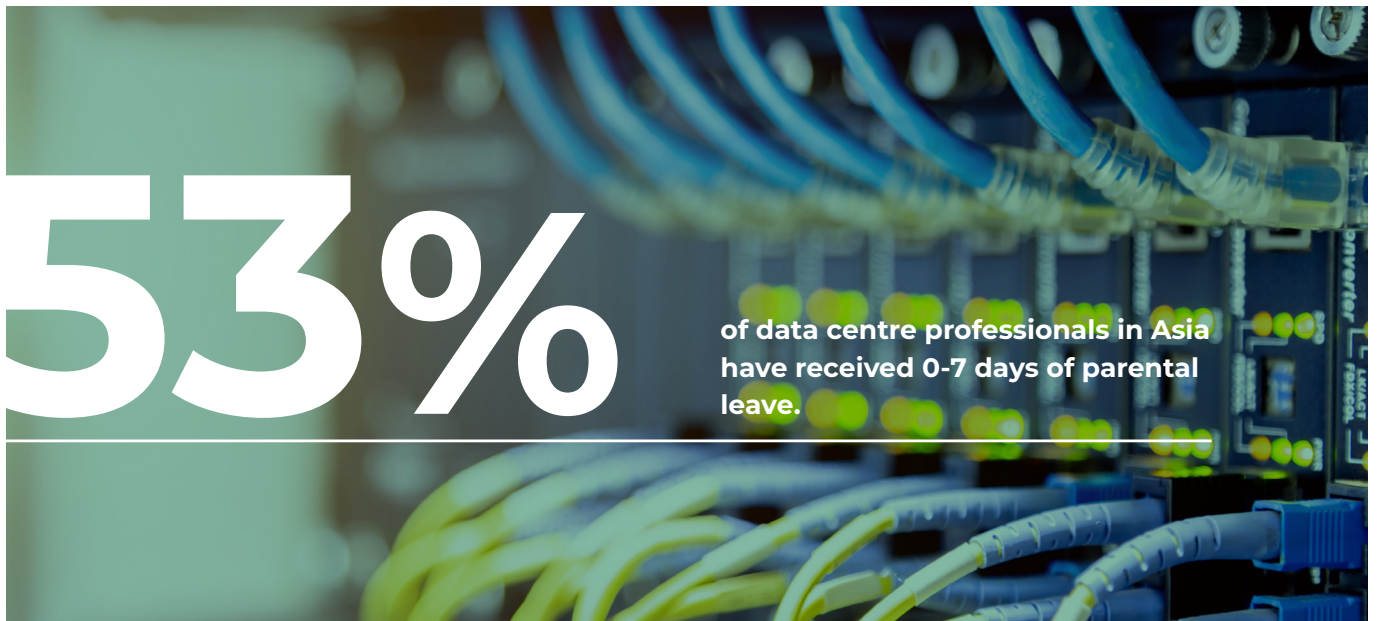
Dental Cover



Travel Allowance

LEAVE

Over half (55%) of surveyed Asia data centre professionals received 14-20 days of paid annual leave. Annual leave entitlements vary throughout APAC, but the number of days offered increases with length of service within many countries, implying here that our respondents are fairly loyal to their employers. 56% of professionals also received parental leave.





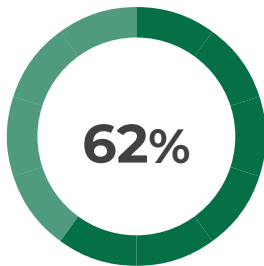
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FLEXIBILITY

There's no set standard when it comes to flexible working arrangements for Asia data centre professionals. 62% reported that they have flexible working hours in their current role, and 60% said they were able to work remotely, with just over a third (34%) doing so two days a week.

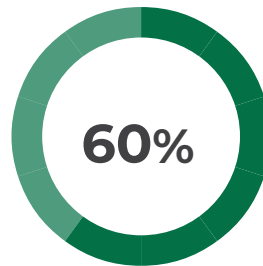
It is also interesting to note that while 64% of our respondents said that flexible working was important or very important to them when considering a new role, 89% would happily accept a new position that was fully office-based.

Flexible working hours



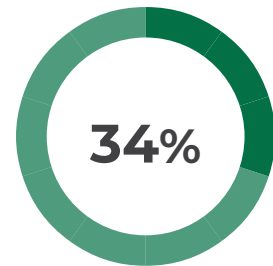
of data centre professionals in Asia have flexible working hours in their current role.

Remote working



received flexibility in remote working.

Remote working days



have 2 days a week of remote working.

Are **data centre professionals in Asia** planning to move?





Asia - Data Centre

WHAT ARE THEY LOOKING FOR?



Top three PULL factors

What makes data centre professionals in Asia consider new career opportunity?

1. Better work-life balance
2. Higher compensation
3. Enhanced role, management, or company opportunities



Top three PUSH factors

What are the reasons that data centre professionals in Asia would look for a new role?

1. Lower base salary
2. Negative company reputation/brand perception
3. Lack of benefits (including holiday, insurance, and medical)

FACTORS BEYOND SALARY IN ACCEPTING A JOB OFFER

EQUITY/SHARES

36%

of data centre professionals in Asia would accept a lower base salary for more shares/equity.

PAY RISE

30%

are looking for a 21%+ pay rise in their next role.

FLEXIBLE WORKING

64%

find flexible working/working from home important or very important when considering a new job.

BUT...

89%

will still accept a new job offer that requires them to come into the office full time.



Summary

As APAC rapidly urbanises and the need to store and process data develops along with it, the data centre sector is traversing a pivotal period of growth. Businesses must quickly overcome their biggest hurdles and seize the opportunity to emerge as a market leader in the space, but they can't do this without the help of experienced professionals.

However, our survey results show that the compensation packages many employers are offering may leave them at risk of losing their talent to competitors, at a time where these professionals are crucial to help businesses succeed. Salary, work-life balance, and progression opportunities all ranked as important among our survey respondents in the sector, so hiring managers must be prepared to offer competitive and attractive salary and benefits packages.

If you would like further information or advice following this report, please get in touch. Whether you need support attracting candidates from this in-demand talent pool, or are a professional looking for your next opportunity with the most reputable companies in the sector, contact LVI Associates today and our expert team will guide you.



About LVI Associates

LVI Associates is a leading talent partner in the energy & infrastructure industries across the US, Europe and APAC.

Energy & infrastructure plays a critical role in creating a future that works for everyone, which is why it is essential to work with the right talent partner who can source and deliver extraordinary people that make a difference.

Providing bespoke talent solutions from our hubs all over the world, we cover the full life cycle of energy & infrastructure projects, across Architecture, Engineering, Construction, and Post-Construction.

As a strategic advisor with a proven track record in helping businesses scale through our services, we are integral to the energy & infrastructure ecosystem, focusing on the talent solutions needed to let organisations get back to what matters – building a better world.

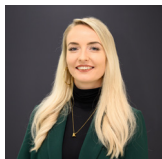
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