

Pierce Pepin Cooperative Services Welcomes New Data Center

Ellsworth, WI – Pierce Pepin Cooperative Services (PPCS), welcomed its newest commercial/industrial member, The Metered, LLC, with a ribbon-cutting ceremony on June 24.

The Metered is one of the first data centers in western Wisconsin and worked closely with PPCS because of its competitive rates and high-speed fiber optic internet access. The data center supports leading-edge technology such as AI, data analytics, cryptocurrency mining, and virtual reality. They reached out to 43 utilities seeking a location that could meet their load demand and the internet infrastructure. PPCS, with its subsidiary SwiftCurrent Connect, was just the right fit.

“The partnership between PPCS and The Metered is a unique combination of reliable and affordable electricity and world-class fiber optic internet connectivity,” said PPCS president and CEO Nate Boettcher. “Recent Wisconsin tax incentives for data centers are a significant development for Wisconsin.”

There are many benefits for western Wisconsin by having this data center come online:

1. **Economic Development:** Data centers are part of the new economic future and create jobs.
2. **Consistent Load Growth:** Data centers represent consistent load, allowing utilities like PPCS to plan for future capacity needs and grid stability, ensuring reliable service.
3. **Efficiency Gains:** Data center energy management can identify and turn off unused equipment, reducing energy consumption.
4. **Gateway to Growth:** Data centers will encourage other businesses looking to tap into technical innovation and knowledge to expand into western Wisconsin.

The opportunities for continued growth with cloud-based services are excellent. The Metered is already 70% full on its first center and is in the planning stages for additional buildings. PPCS built the service to allow for significant expansion. The Metered and data centers open the door for businesses in Wisconsin and worldwide.



PPCS celebrated the first data center in western Wisconsin with a ribbon cutting at The Metered, LLC on June 24. Photo courtesy of Andrew Harrington, The Journal.