

Are Your Rack PDUs Keeping You From Optimizing Power Management?

EMERSON
Network Power

Are You Ensuring a Highly Available, Grid-To-Chip Power Chain?

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Challenge

As your data processing needs increase, you're experiencing rising power densities and rack temperatures. This increases stress on your Rack PDUs, ultimately threatening the availability of your IT equipment and applications.

But

There are so many rack PDU suppliers, and most simply focus on selling PDUs as part of a rack installation. All of them make claims about features and specifications that seem so similar, but none really address the high availability and manageability features you need to keep rack equipment running. And most rack PDUs are designed in such a way that if the monitoring components fail, the PDU will fail to distribute power.

You Need

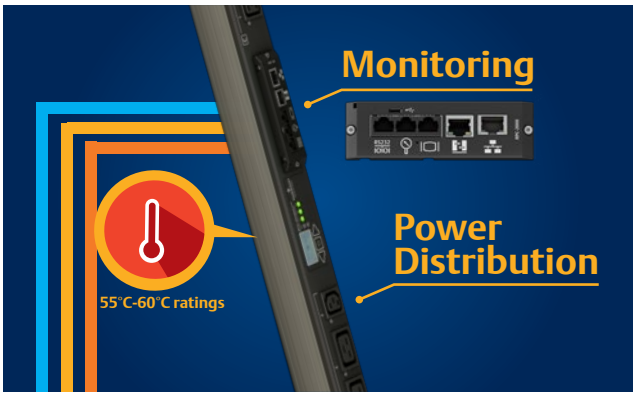
Rack PDUs that ensure power availability – PDUs with robust designs that accommodate higher power densities and be resistant to higher temperatures, so they do not compromise providing basic power distribution. You need rack PDUs that are easily upgradable and serviceable to minimize downtime and carry manufacturer-provided support to ensure your own SLAs.

What if: you used Emerson Network Power rack PDUs?

- Your rack PDUs would survive higher temperatures and give you greater management and control of power usage.
- You would have rack PDUs with separation of intelligence functionality from actual power distribution, providing you the peace of mind that basic power distribution is not compromised.
- You would save money on capital equipment, be able to leverage power metering and manageability for real-time visibility and control into power usage that improve IT equipment uptime.
- You would be able to easily and cost-effectively upgrade and service your PDUs as dictated by new equipment or capacity changes.
- You would collect environmental information at the rack level to take actions against hot spots and other potential threats to equipment and application availability.



Your racks and equipment need a rack PDU that can address the challenges of rising power densities, heat, and serviceability.



MPH2™ and MPX™ rack PDUs provide the robustness and intelligence required for high availability.

Can You Manage Energy and Capacity the Way You Want To?

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Challenge

Your objective is to improve operational efficiency in the data center, including reducing energy costs. You know that approximately 50 percent of energy usage in the data center is from IT equipment, and that without greater precision in metering power usage of that equipment, you'll find it difficult to optimize efficiency and capacity management. In addition, you want power infrastructure equipment that consumes less power.

But

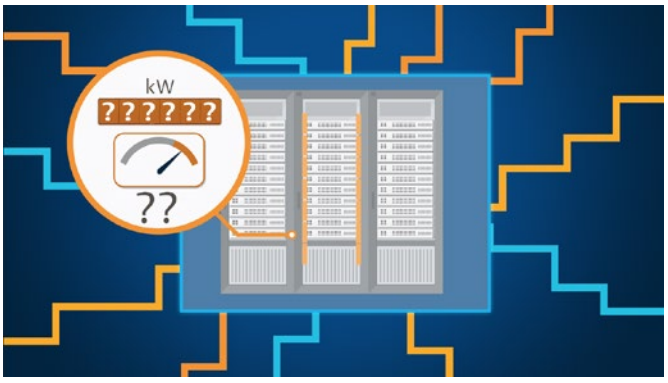
Most rack PDUs available today are not designed to reduce their own power consumption, nor do they provide the level of metering and reporting needed for you to stringently manage energy usage and capacity. And that makes containing costs more difficult.

You Need

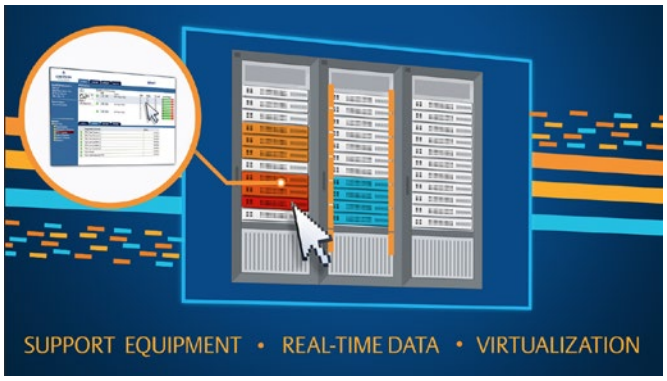
Intelligent rack PDUs that are highly efficient and that provide precise metering and control of energy usage by IT equipment. They need to give you the data to right-size your power infrastructure and eliminate unnecessary capital expense.

What if: you used Emerson Network Power rack PDUs?

- You could measure, manage and report on the energy usage of your data center equipment in real-time. And you would gain the industry's most precise levels of metering and management control so you could optimize that energy usage and more easily support equipment and capacity changes.
- You would have power consumption data for each piece of IT equipment to provide justification for purchase of newer technology and which might be appropriate candidates for virtualization
- You would also be able to use the industry's most energy efficient PDUs – 66% more efficient than major competitive units. And that adds as you deploy to every rack in your data center.
- You would schedule turning IT equipment off and on remotely when not in use to reduce energy consumption.
- With all this data in hand, you could right-size your power infrastructure to eliminate unnecessary capital expense, and perform charge-backs based on actual amounts of energy consumed while proactively managing consumption for efficiency to meet your internal SLAs.



You need precise metering and reporting – and an efficient rack PDU – in order to improve operational efficiency.



MPX™ and MPH2™ rack PDUs allow real-time, highly precise metering and management – and the lowest energy consumption in the industry for rack PDUs.

Does Your Power Chain Strengthen Business Resiliency and Agility?

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Challenge:

Like most companies, your data center is complex and always changing to support new business initiatives. You want to optimize IT systems for manageability so your staff doesn't waste time initializing equipment or setting up proprietary systems every time they add new equipment. Supporting multiple management platforms is not only expensive but also creates more room for errors.

But:

Most rack PDU vendors provide a standalone product that doesn't integrate well into the entire management infrastructure within the rack. There is no integration with other commonly used rack based equipment. You have to depend on either new or in some cases, even proprietary interfaces to manage your network architecture. They may not even have support for the authentication protocol of your choice putting enterprise security at risk. Vendor support, if available at all, is usually lacking in some way, and you may feel like you're on your own.

You need:

A simplified approach to change management that should translate to real cost savings and operational advantages. You need a PDU that provides intelligent power metering and distribution – complete with the simplified energy management, modular design and cost savings that ensure your data center – and your business – can operate at peak velocity and resiliency.

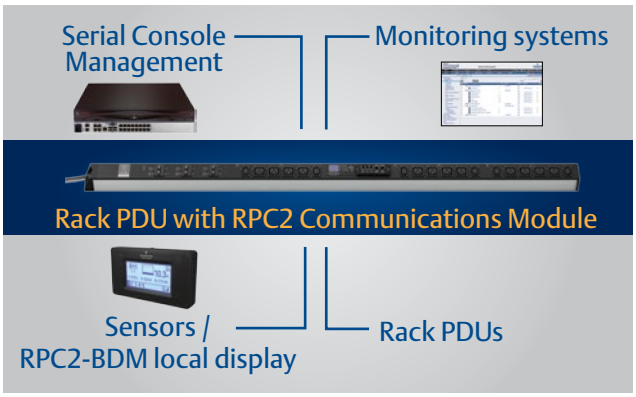
What If: You used Emerson Network Power rack PDUs?

- You'd be able to rapidly install and easily integrate them into your existing network and security architectures. Your IT staff would be happier, because your new PDUs would support for all major industry-standard management, authentication and encryption standards and protocols.
- And you would have a complete remote access and control solution. Because they fully integrate into our industry-leading KVM, serial console and infrastructure management systems – technologies you are likely using today.
- And regardless of your scale of deployment, you could integrate rack level power and environmental monitoring information from the PDUs with higher level datacenter management software provided by Emerson or third parties.
- And because Emerson Network Power has the industry's largest service organization, proven technical support and advice would always be just a phone call away.

And that would be very good for your business.



Many rack PDUs do not integrate with your network, security or infrastructure management systems – adding unnecessary complexity and cost, and restricting resiliency and agility.



MPX™ and MPH2™ intelligent rack PDUs easily integrate with existing network and security architectures, as well as higher level management software – allowing you to operate at peak velocity.

Reducing Deployment Time and Expenses

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Challenge:

You see it happen all the time: you're building out your data center and racks and PDUs come in separate shipments. You'd like to get your rack PDUs pre-installed in your racks and have someone assure you that you've got the right configurations.

But:

Few PDU vendors let you order PDUs pre-installed in racks. That increases your costs due to on-site assembly and can lead to deployment delays.

You need:

Rack PDUs that can be integrated with any rack and pre-installed in racks. You also need a vendor partner that can evaluate your PDU needs to optimize your entire power chain for availability and capacity requirements before even ordering those racks and PDUs.

What If: You used Emerson Network Power rack PDUs?

You could order them pre-installed in Emerson Network Power racks. Or you could put them in most existing racks. That would save you time and money on system integration and installation.

And our knowledgeable Emerson Network Power data center experts could guide you in optimizing your entire power chain and ensuring you ordered exactly the right PDUs before you spent money installing them.



Most rack PDUs and racks deliver separately – you are on your own to confirm proper configurations and to get the rack PDU installed in the rack.



Emerson Network Power offers expert advice on configuration, and can even deliver the rack PDUs installed in our racks.

SO WHAT SHOULD YOU DO NEXT?

Emerson Network Power's more than 50 years of experience in data center infrastructure design, deployment and application ensures your next rack PDU purchase will keep you up and running regardless of changes to your data center environment.

Go to our **PDU quick form** to request more information.

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