



Welcome to the first edition of **PARTNERCONNECT**, our monthly mailer for Emerson Network Power Uptime Partners in the Asia Pacific region. Previously known as Asia Connect, the new PartnerConnect aims to link the reseller community to its customers by providing timely information on market trends and growth drivers, insights on featured industry issue, downloadable white papers and customer testimonials. Every edition will be packed with information and tools that will allow you to enable business-critical continuity for your customers. We'll also make sure that we add fun in every issue by having mini-games.

In this edition, our focus is on **Energy Efficiency**. As more and more networks and applications rely heavily on continuous power, the inevitable outcome for most companies is skyrocketing power consumption and ultimately getting drowned by electricity costs.

Your customers rely on you to efficiently achieve high nines system availability. You rely on us to keep your promise to your customers. We help you help your customers save money on the bottom line while you enjoy increased margins. This is the Emerson Network Power commitment.

For more information on Emerson Network Power's Uptime Partner Program, please log on to www.emersonnetworkpower-partner.com.



Best Regards,

A handwritten signature in black ink.

Toni Mercado
Editor
PartnerConnect



DID YOU KNOW ... ?

...that Emerson Network Power and Dell release Energy Smart Solutions that increase data center performance while lowering energy usage by 40%?

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...that in order to increase their Data Center Availability and Operational Efficiencies, Emerson Network Power integrates its monitoring and service offerings via Monitoring and Professional Service group?

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GROWTH DRIVERS

According to Environmental Protection Agency report (EPA), The Energy consumption of servers and data centers has doubled in the past five years. The report also stated that it is expecting to double again in the coming five years, hitting to more than 100 billion kWh and with an annual cost of 7.4 billion USD.

SOURCE: [Informationweek](#)

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Enabling an Energy-Efficient Data Center

As most companies recognize the benefits to their customers and business of automated processes, 24X7 information availability, round-the-clock commerce sites and use of high-performance servers, their requirements for power soar at unprecedented rates. Whether or not they are aware that this impacts their energy consumption and results to skyrocketing electricity costs, it is our responsibility as enablers of business-critical continuity, to ensure that your customers maximize the benefits of technology without compromising energy efficiency.

IDC reported that IT power usage rose to 6.8 kW in 2006 from 1 kilowatt (kW) per rack in 2000. Adam Braunstein, senior research analyst of the Robert Frances Group, also revealed through the July 2006 CIO Insight Magazine that up to 40 percent of data center operating costs could be power- and cooling-related expenses. How do we then prepare our customers to be more energy-efficient?

BEST PRACTICES TO REDUCE POWER DEMANDS

Since IT equipment accounts for the lion's share in energy consumption, it is this same area that has to be revisited and evaluated for ways to become more efficient. A variety of approaches can considerably reduce power consumption:

- **CONSOLIDATION and VIRTUALIZATION.** In some cases, this approach results to a 10-to-1 reduction in the number of servers required through the use of fewer servers and where applications run on virtual machines.
- **PROPER SEALING OF THE DATA CENTER ENVIRONMENT.** The use of a vapor barrier that isolates the controlled environment from the building environment helps to control humidity levels in a data center.
- **AIR FLOW IMPROVEMENTS.** Whether it's setting up racks using the hot-aisle/ cold-aisle arrangement, ensuring that power and Ethernet cables are not obstructing air flow and the use of high-voltage power strips or power distribution units within each rack, the end result is optimized air flow within the data center.
- **ECONOMIZERS.** The use of economizer systems that taps outside air to help cool data centers can result to a 13% savings in energy use.
- **COOLING SYSTEM OPTIMIZATION.** To optimize cooling system efficiency, it makes sense to look at how efficient the units operate at partial load and remove sensible heat as compared to latent heat, and how well multiple units work together.

There are significant opportunities to improve efficiency in your customers' data centers. In many cases, relatively simple and immediate improvements as opposed to radical changes can pay immediate dividends. This is not to say that a strategic and long-term plan for addressing energy efficiency issues should be dismissed as this is equally important to ensure that we receive the maximum benefits that IT initiatives promise while keeping energy issues at bay.



WHAT OUR PARTNERS SAY



"We believe in the depth and strength of Emerson's offerings as they complement well with our industry partners like Cisco, IBM and HP. It allows us to present and work on integrated solutions for our customers. Emerson's strong industry partnership and alliances with leading technology players give us also the confidence that the integration will fulfill customer requirements better, and better customer satisfaction." -Wilson Ng, General Manager, Ng Khai Development Corporation

About Ng Khai

NG KHAI Development Corporation started its operations in 1993. Due to persistent clamor from its customers to provide a one stop shop for a complete integrated IT business solution, Ng Khai broadened its horizons to meet the advances of Information Technology in order to provide quality service to its clients. The company's head office is located at Hernan Cortes St., Banilad, Mandaue City, Cebu, Philippines.



PRODUCT HIGHLIGHT

Liebert GXT2 700-3000VA - 50Hz

For Maximum control, the GXT 2U is custom configurable to your needs using a specially designed Windows® software package. Offered in 700, 1000, 1500, 2000 and 3000 VA capacities, the GXT 2U also provides easy serviceability with user replaceable batteries. [Click here for more info](#)



WHITE PAPERS

Need more information on how you can improve efficiency in your customers' data centers? Check out these white papers:



1. Five Strategies for Cutting Data Center Energy Costs Through Enhanced Cooling Efficiency

Interested to know how you can help your customers achieve 34-40 % in cost reduction while generating significant and recurring savings through enhanced cooling efficiency? [Download this white paper](#)



2. Using Virtualization and Digital Control Technologies to Increase Data Center Operating Efficiency

Other than issues on how to optimize for operational readiness, availability, and risk management, the biggest challenge among data center professionals stems from the need for a framework within which data center professionals can manage their entire suite of hardware and software assets in a real-time, cost/risk-optimized manner. [Download this white paper](#)



3. Working towards a More Energy-Efficient Data Center

As companies are faced with increasing demands for more power that leads to skyrocketing electricity costs, it is imperative that companies look for ways to reduce electrical usage and costs. [Download this white paper](#)

[Learn more about Emerson Network Power](#)



FIND THE HIDDEN WORDS

1. A critical requirement in any data center that provides availability to its applications and equipment.
2. This approach in power reduction requires the use of fewer servers.
3. This approach in power reduction makes use of outside air to help cool data centers.
4. It isolates the controlled environment from the building environment and helps control humidity levels in a data center.
5. Brand of UPS from Emerson Network Power that ensures back up power and power is conditioned depending on the needs of the data center.

Submit your answers by clicking [here](#) and typing your answer to each number. For a bit of help, see our jumble box below – if you look closely you can find all the answers here!



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