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EDITOR'S NOTE

With the rising demand and cost of energy and electricity, every opportunity to save becomes paramount for your customers. However, this does not equate to the current level of effort to address their concerns, as a striking percentage of IT managers have not implemented a strategy to manage energy costs.

In this edition, we reveal the results of the pre-event Energy Logic Symposium survey, and show ways on how your customers can tie in the Energy Logic approach with the benefits of the Data Center in a Rack.

Best Regards,
Toni Mercado
Editor

PartnerConnect is a free, monthly e-newsletter of Emerson Network Power for IT Resellers, channel partners and Distributors (Asia Pacific).

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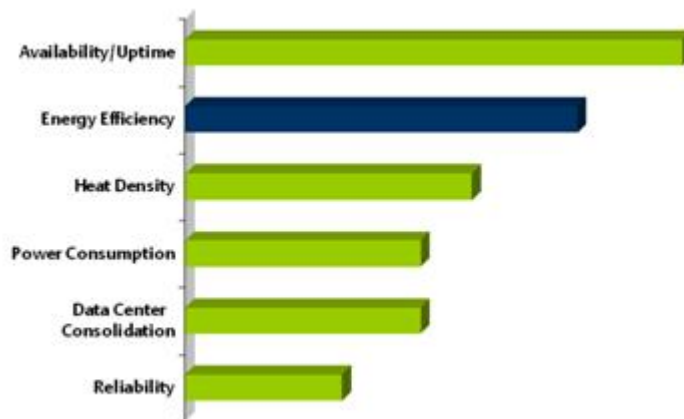
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SURVEY: ENERGY EFFICIENCY A KEY CONCERN

Emerson Network Power has just concluded its Southeast and North Asian leg of the Energy Logic symposium series and through the pre-event survey deployed during the series it has been found that the **top three major concerns** for data center managers from several countries (Australia, India, North/Southeast Asia) are **Availability/Uptime, Energy Efficiency and Heat Density**.



The survey reveals that although energy efficiency is a key concern, most data center managers have not yet taken steps to address the issue. Of the surveyed data center managers, 46 percent revealed their concern but have not implemented a strategy to manage energy costs; 15 percent don't know how to tackle the situation; and only 13 percent have started deploying highly energy-efficient equipment.



Energy Efficiency ranks second among key priorities in data center management. (Energy Logic symposium series pre-event survey)

As to key drivers to energy efficiency, the pre-event survey indicates that energy efficiency is mainly driven by corporate directives; the desire to get more capacity out of the current IT infrastructure; and rising energy cost.

ABOUT ENERGY LOGIC SYMPOSIUM:

Emerson Network Power's 4th series of symposium events –The Energy Logic Symposium Series: Enabling Energy Efficient IT Infrastructure is expected to reach more than 5,000 IT&T



QUICK GUIDE TO ENERGY LOGIC



Quick Guide to Energy Logic

The model demonstrates that reductions in energy consumption at the IT equipment level have the greatest impact on overall consumption because they cascade across all supporting systems.

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WHITE PAPERS



Energy Logic: Reducing Data Center Energy Consumption by Creating Savings that Cascade Across Systems

The model demonstrates that reductions in energy consumption at the IT equipment level have the greatest impact on overall consumption because they cascade across all supporting systems.

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professional around Asia Pacific, the series will cover 15 key cities, including Saigon, Singapore, Bangkok, Jakarta, Kuala Lumpur, Taipei, Seoul, Manila, Bangalore and Sydney

ENABLE ENERGY EFFICIENCY WITH DATA CENTER IN A RACK

The space-saving solution not only integrates industry-leading components from Knurr and Liebert but also optimizes energy efficiency with Energy Logic.



As data center racks become densely-populated, more power is required to maintain these enclosures. Your customers – the IT professionals are now pressed to find ways to optimize energy consumption, as well as cut electricity cost.

The Data Center in a Rack (DCIR) addresses this concern as it integrates energy-efficient components in its enclosure that stay true with the general concepts of the **Energy Logic** approach, supported by Emerson Network Power.

Based on a 5,000sq ft data center model, Energy Logic delivers quantified savings. Here's a general overview of how the DCIR reduces energy consumption:

Cooling – The Liebert XD family of products enables high-density architecture. High-density cooling can reduce cooling costs by 30% compared to traditional approaches to cooling.

Servers – The blade servers consume about 10% less power than equivalent rack mount servers because these blade servers share common power supplies, cooling fans and other components.

Management – Power management features integrated in server processors can reduce power draw during idle period. More so, system-level monitoring and control provides an incremental savings of 1%

Power protection – Best-in-class power supplies not only protect but reduce power draw within the data center by as much as 11 percent or 124kW of the 1124kW total*.

To learn more of the Energy Logic approach, visit <http://www.emersonnetworkpower-partner.com/About-Energy-Logic/default.aspx>

To learn more about the Data Center in a Rack, visit [Click Here For More Information On Data Center In A Rack](#)

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