



POWER IS NO LONGER A TRANSPARENT COMMODITY OR STANDARD SERVICE WITHIN THE ENTERPRISE

...instead, it has evolved into today's new 800-pound gorilla and tomorrow's unmanageable nightmare for those that are not proactive in their vision on power management planning

article by distinguished analyst and former President, AFCOM, William L. DiBella >>>



Simply stated, power management is now the single most important element within an enterprise. Power is a critical asset that needs to be managed throughout the entire life-cycle of your power system from design, to build out and maintenance.

Eaton's Powerware products and PowerChain Management Solutions are strategically positioned within the marketplace to provide the customized, comprehensive integrated solutions that meet today's end user-demands.

Numerous market, business and political factors all contribute to affect, direct and focus manufacturer's efforts in producing decidedly innovative power products and management solutions. While the increased current marketplace awareness on greening plays a large role in the attitudes that lead us to focus on power issues, the real business drivers are a combination of basic economic principles and the growing involvement of government directives in the energy sector.

The driving business attributes include lowering cost, improving efficiency, increasing revenue, decreasing risk and improving operational performance through increased implementation of automation and monitoring. Unfortunately, this list only satisfies part of the current equation.

Today's companies must be concerned with more than just growth within the marketplace. For a company to be strategically positioned and to obtain the right perception and stature within the business community as a leader, critical maintenance and alignment of strategic goals must be ensured. Leadership is not only being thought of as a driving technology force and solutions provider, but also as a contributor to society on a global scale. Opinions, attitudes, and behaviors in the area of energy have dramatically shifted over the last few years. Government involvement is evident, for example, the EPA Energy Star Public Law 109-431 initiative and the global reaching Kyoto Protocol.

What sets Eaton apart is its ability to provide a wide scope of customized products and solutions for all power system requirements and the added

benefit of supplying a complete set of integrated services that provides the end-user with a total turnkey solution. In other words, Eaton's value is all encompassing from the beginning as a consultant and engineering/audit firm, to manufacturer, installer, project manager, services support firm, and personnel trainer. The ability to utilize Eaton's industry experts at all levels is paramount to the health of your company by achieving greater reliability, efficiency, cost savings and minimizing risk.

An additional differentiator is Eaton's ability to provide web based management tools, which can monitor all of the power system's assets through its Power Xpert Architecture product line. This enables quick diagnosis via the ability to drill down and analyze data from all the power equipment. Power Xpert is scalable and incorporates an open standards approach so that all third party software and devices can communicate and act as one consolidated system.

With the recent acquisition of Pulizzi, a manufacturer of remote management, environmental monitoring, and intelligent power control devices, and the addition of MGE Office Protection Systems, a designer and manufacturer of secured power products and solutions, Eaton's Powerware products and solutions are strategically aligned and well-rounded to solve a wider range of power system solutions than other vendors.

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Eaton's Powerware BladeUPS is an example of a manufacturer listening to end user's concerns and possessing the ability to follow through by engineering and designing a next-generation product that is flexible enough to solve many issues in the data center. Features include:

- Compact design with higher density (up to 60kW)
- Standard 19-inch rack mounting (conserving valuable rack space)
- Less heat generation than legacy end-of-row modular products
- Extended battery life
- Highest efficiency ratings (assisting in keeping energy cost down and improving your greening position)
- Easily scalable
- User friendly (contains automated intelligent bypass maintenance program)
- Provides the reliability and redundancy that large data center systems employ
- May be deployed in various configurations (distributed, central or remote locations)
- Easily relocated

Conclusion

Due to escalating energy costs, everyone has become more aware, intelligent, and eco-conscious. The solutions for power and energy issues must be solved and involve the significant players, industry manufacturers, business users and government agencies working together to ensure energy efficiency.

Organizations without a power management plan for reducing energy costs will end up negating tactical endeavors normally undertaken for improvement. For example, in data centers, the elimination of differences inter-departmentally in an organization's priorities is critical to its overall health. While you cannot sacrifice reliability, performance, risk management, or speed, all departments need to be aware of their individual responsibilities to the organization's health as a whole. This will ensure that implementation of power consumption considerations are included in all actions and decisions. Power management and monitoring will become an integrated part of every business on a global basis. Additionally, energy usage and efficient planning will become a critical element of an organization's metrics and ability to gain a competitive edge.

Fortunately, a choice still exists. Limiting and controlling the consumption of energy is manageable, as long as we continue to focus on designing a power chain solution that is extremely efficient and manageable. Eaton's Powerware products are contributing to ensure this position and goal.

Eaton's ability to design, optimize and align the client's power system with its business goals ensure continued success. From telecom to enterprise networks, Eaton stands out with its broad Powerware products and service capabilities to provide a complete set of DC & AC power products and solutions.



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