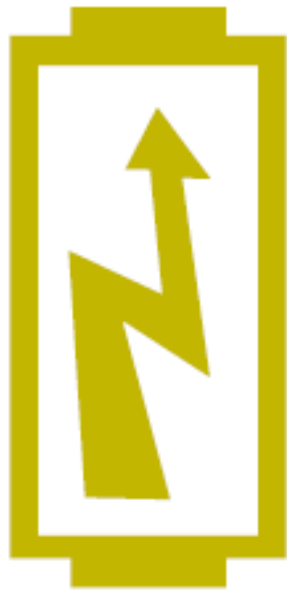# WHY BUY FROM CDW?
POWER AND COOLING

WE GET THE ISSUES

Your organization's computing needs grow daily, creating greater demands for your data center. The levels of performance required for mission critical applications and cloud workloads can drive your power needs and cooling costs higher. And to add even more complexity, you're being asked to ensure your operation is as environmentally friendly as possible. We can help you develop a solution to improve efficiency and keep systems running at optimal levels.

WE HAVE THE TOOL S AND THE TALENT

Your dedicated account manager understands power and cooling issues and works with experienced solution architects to create a customized plan for your needs. Together, they'll review your existing infrastructure. Assess your needs. Provide you with detailed recommendations and help you choose the right technology, configuration and deployment plan for your organization.

WE GET POWER AND COOLING

We can help you optimize your data center to ensure that everything runs at peak efficiency. We'll work with you to recognize your trouble areas in heat generation and energy usage. Then, we'll develop a plan that addresses these problems with solutions that can make your data center more environmentally friendly.

Optimizing Cooling Systems

To improve the energy efficiency of your data center we can help you by:

- Alternating airflow between hot and cold aisles to improve thermal efficiency
- Managing airflow to prevent turbulent mixing of temperatures and avoid recycling of hot exhaust into your cold air intakes
- Managing local hotspots by implementing local cooling assists

Power Distribution Units (PDUs)

Using metered and switched rack PDUs can increase energy efficiency, improve power management and help data center managers control capacity/functionality.

Modular Options

Options such as spot cooling are useful for alleviating local conditions that can't be rectified by rearranging equipment.

Implementing DCIM

We offer holistic Data Center Infrastructure Management (DCIM) software that consists of:

- Inventory and discovery solutions that collect real-time thermal, physical rack, equipment location, circuit capacity and CRAC/cooling data
- Continuous data collection allows for reporting of real-time data and trends
- Consolidated display for a single-source view of power, physical and thermal information
- Trend analysis to help you predict and diagnose conditions before they cause issues

CDW PEOPLE WHO GET IT
CANADA

WHY BUY FROM CDW?
POWER AND COOLING

OUR PROCESS

Your account manager, along with the support of power and cooling solution architects, is ready to help. We can assist you from assessment and planning to implementation and configuration of your customized plan. We offer:

Assessment , Planning and Design

Let our solution architects review your needs and perform an evaluation to help you develop a comprehensive solution for your unique project needs.

Data Center Installation

We can help you implement your solution by optimizing your server, storage and power and cooling technologies.

Discovery Workshops

We can recommend a series of Discovery Workshops to capture and complete an accurate picture of your current environment on several topics including: network, server, storage and/or physical environment.

THE GREENER DATA CENTER

Organizations of all sizes are feeling pressure to increase energy efficiency. Lowering power costs is certainly one reason, but another consideration is your data center's environmental impact. As this trend continues, your IT department can benefit by being ahead of the curve.

52% of organizations have asked IT departments to reduce energy costs.

42% of IT departments or executives are incented to improve energy efficiency.

32% of data center purchases in the first three months of 2012 were green.

For more information **click here**.

POWER AND COOLING ASSESSMENT

We offer an onsite assessment that serves as the foundation for your comprehensive data center optimization plan. We'll determine where energy is being wasted, gauge your usage of HVAC and provide a recommendation on how to answer your current needs.

PARTNERSHIPS AND CERTIFICATIONS

• APC Data Center Elite Partner
• APC Certified Service Sales Partner
• APC Integrated Design Consultant for Data Center
• APC Sales Associate
• APC Sales Professional for Data Center
• Emerson/Liebert Advanced Cooling and Three-Phase UPS Certification

THE BENEFITS

With the right power and cooling solution from CDW, your organization can save money, reduce data center slow-down due to overheating and improve the environmental impact of your data center.

GREATER ENERGY EFFICIENCY

Optimizing cooling system environments with the right DCIM tools improves the energy efficiency of your data center. And a more efficient environment is a greener environment.

COST SAVINGS

With less energy required to operate and maintain the peak conditions for your data center, your organization can save more money.

HIGHER PERFORMING DATA CENTER

Heat slows data centers down. Using effective dissipation keeps systems — and your organization — operating at optimal levels.

To learn more, contact your account manager 800.972.3922 | CDW.ca/power

CDW
PEOPLE WHO GET IT
CANADA