Optimization. It’s how to get the most out of your data center. Not to mention your time and money. Because as the strain on your infrastructure grows, so do the inefficiencies that surround it. New servers for new applications. More space for more servers. Growing energy costs for your growing data center. Optimization reverses the cycle and keeps things from spiraling out of control. But your strategy has to be as expansive as the problem. So it helps to have the expertise of people who have seen it and solved it before.
THE GRASS REALLY IS GREENER IN AN OPTIMIZED DATA CENTER.

Just as an overloaded data center can drag your operations down with it, an optimized data center can give things a much-needed boost. The benefits are considerable and you’ll see them quickly. Utilization and efficiencies go up. Real estate demands go down. System cooling is improved. Utility costs are reduced. It all adds up to an infrastructure that’s better prepared for future demands. And while it’s not as simple as hopping a fence, we know the path that will get you there.

GETTING CONTROL OF CLIMATE CONTROL.

When you optimize your data center with server virtualization, you’re making major changes to its structure. And while you’ll certainly benefit, you have to be sure that your power and cooling plan is updated to reflect the new environment. Your virtualized servers will have considerably different needs to address. With better utilization rates, your servers will consume more power and give off more heat. But with a power and cooling strategy that fits the virtualized environment, your energy consumption can be as efficient as your servers. An 80% reduction in physical machines can result in a 60% savings in power and cooling. And with a more strategic cooling system in place, you can anticipate and counteract hot spots created by high-performing servers. Load-shedding applications that intelligently ration power or environmental sensors that monitor data center conditions may also work into your overall strategy.

THE BEST SOLUTION IS A CUSTOM SOLUTION.

No two data centers are alike. So no two power and cooling strategies should be either. We’re here to make sure your strategy fits your needs. Our site audit examines your entire data center and can help you develop a plan for optimization. With a power and utilization efficiency audit, we look at energy consumption, determine where energy is being wasted and offer ways to fix the problem. And to gauge the usage of your HVAC system, we can conduct a power analysis. Another important element when it comes to power and cooling efficiency is your floor plan. Our solution architects can find the hot spots in your data center and design a layout that will help keep those areas cool. They’ll take a holistic, system-level view of your data center and ensure that your servers have adequate power, air conditioning and UPS systems to support them. With the right solution in place, your entire data system can run more efficiently and cost effectively.

1 CDW Solutions Catalog, Dec. 2008
WE GET IT. AND WE CAN PREPARE YOU FOR WHAT COMES NEXT.

In addition to helping you virtualize your data center, we can make sure you have the right strategies in place to keep things running smoothly. Because we’ve helped bring optimization to hundreds of organizations, we know exactly what to expect.

Along with your dedicated account manager, you’ll have the support of a team of solution architects. They have solid partnerships with industry-leading manufacturers and a range of certifications including APC Integrated Design Consultant for Data Center, Tripp Lite Certified Sales Engineer and Liebert Advanced Cooling and Three-Phase UPS Certification. With a variety of services that review your data center — from power and utilization efficiency to your floor plan — we can find ways to make improvements and help you get the most out of your investments.

MEET PEOPLE WHO GET IT

TROY T. — Inside Solution Architect, Power and Cooling

My philosophy is to find solutions that meet or exceed my customers’ requirements for the best price. In my six years as a CDW solution architect, I have never heard of an IT issue that we couldn’t address. Everything in IT runs on electricity, which is why the CDW power group can have a huge impact on your bottom line. This includes everything from helping you understand why one plug may be better than another to setting up a smart power and cooling solution for a $250,000 storage device.

JOSH Z. — Inside Solution Architect, Power and Cooling

The most valuable resources for anyone implementing technology are knowledge and experienced support. At CDW, we have these in abundance at all stages of the technology lifecycle. For example, one of my customers contacted me because he was moving his data center to a new location and wanted to design it with a new physical infrastructure. But his team had little experience with a project of that scope and was working with a tight timeline. I worked closely with his staff to identify their current and future requirements, and I talked to his contractors and architect to create a solution that includes uninterruptible power supplies, air conditioning, racks and monitoring for the facility. The entire project was completed smoothly and on time.
USE THE POWER OF OUR PARTNERSHIPS.

As a global leader in power-availability solutions, APC is known in its industry for quality, innovation and support. Its comprehensive power solutions, which are designed for corporate environments, improve the manageability, availability and performance of sensitive electronic, network, communications and industrial equipment of all sizes. APC also provides a wide range of connectivity products for different environments.

Sustain critical operations that simply can’t go down. Emerson Network Power delivers a full range of Liebert uninterruptible power supplies (UPS) and power distribution units (PDU), from individual products to integrated systems that keep network closets, computer rooms and data centers up and running.

Tripp Lite manufactures more than 1000 products, including UPS systems, replacement batteries, PDUs, power management tools, rack systems, surge suppressors, KVM switches, cables, power strips, inverters, inverter/chargers and line conditioners as well as specialty products. Tripp Lite’s heritage of invention is reflected today in practical innovations that address customer needs without ignoring fiscal realities.

Call your CDW account manager directly or call 800.800.4239. Or, for more information, visit the CDW Solution Center at CDW.com/optimization