

## APC & DELL: PARTNERS IN THE EFFICIENT ENTERPRISE™

APC and Dell have been working in partnership for over 15 years to develop tomorrow's solutions to today's problems: The Efficient Enterprise™. Seamlessly and automatically, The Efficient Enterprise integrates power, cooling, and management components to drive down operational expenses and give you additional power, additional control, and additional profits. APC is a partner in Dell Software and Peripherals and has the only tested and approved UPS for Dell PowerEdge servers. Dell's corporate headquarters boasts an APC sales team as well as an onsite specialist dedicated to supporting the partnership. Illustrating the strength of the partnership, an APC InfraStruXure solution can be found in the corporate executive briefing center.

### Power in = heat out

It's a simple formula, but a difficult problem. All electrical power delivered to the data center winds up as waste heat that needs to be removed in order to avoid overheating the room. The more power a data center draws, the more heat there is to get rid of. While traditional (legacy) room-based air conditioners work well for uniform, low-density installations, they are by their very design incapable of sufficiently removing the heat generated by today's high-density applications. Nor can they supply targeted cooling to address heat-related air distribution issues.

The Efficient Enterprise employs the "4 C's" to optimize data center efficiency—four principles to ensure a more predictable, waste-free data center environment that saves energy, boosts availability, and positions you for future growth: (1) **containing** the heat; (2) closely **coupling the cooling** to the heat source; (3) right-sizing **components**; and (4) managing **capacity**.



### Contain the heat

Delivering cold air to the data center is not the problem. Getting rid of hot air is. When the hot air exhaust generated by high-density applications mixes with the cooler ambient air, the airflow around the data center becomes unpredictable and localized "hot spots" crop up. The legacy-system approaches of adding cooling capacity and lowering the temperature set point do not solve the problem, which is one of air distribution. **The APC Hot Air Containment System** ensures proper airflow by completely separating supply and return air paths. By sealing off the hot aisle, the hot exhaust is captured at its source—before it ever has a chance to mix with the cooler ambient air. Airflow paths become well-defined and predictable.

### Close-coupled cooling

Innovative **APC InRow™ architecture**, with its close-coupled cooling design, reduces the distance between the heat source and the heat removal system — bringing cooling to the point where the heat is generated. You get pinpoint control over airflow and prevent the hot exhaust air from mixing with the ambient air or re-circulating to sensitive IT equipment.



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### “Pay as you grow” components

Growth is good, but it's unpredictable. Often, companies oversize their components to accommodate future growth. But when it comes to power and cooling, this overkill is a huge waste of resources; right-sized architecture gives you the flexibility to expand without the wasteful cost of idle equipment. The “pay as you grow” approach of APC scalable, modular architecture allows you to power and cool only what you need, when you need it.



### Predictable capacity management

The comprehensive suite of APC enterprise management software applications gives you unparalleled insight into your data center over its entire lifecycle. One powerful platform allows you to optimize resources, plan future needs accurately, and incorporate changes smoothly.

### Is your business...

- ...exploring the possibility of consolidating IT equipment, networks, or data centers to gain efficiency?
- ...contemplating building a new data center or relocating to a new site?
- ...constrained by rising power and cooling requirements?



**If so, contact your APC or Dell representative today to help optimize tomorrow's IT projects.**

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APC's quality system is certified by ISO 9002 standards



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