APC Strikes Deal With IBM Over Portable Data Center Solution

12 January, 2010, by Desire Athow

Schneider Electric’s power and cooling arm, American Power Conversion (APC) Corporation has announced an expanded relationship with International Business Machines to offer IBM’s Portable Modular Data Center (PMDC) container which will be based on APC’s InfraStruXure infrastructure.

Jim Simonelli, Chief Technology Officer for APC said that “APC’s data center physical infrastructure design lends itself well to IBM’s PMDC, focusing on maximizing efficiency through a modular and scalable approach.”

Previously, both the companies had announced a similar partnership in 2008 which saw APC providing infrastructure to IBM’s High Density Zone (HDZ) solution and Scalable Modular Data Center (SMDC).

APC InfraStruXure fully integrates power, cooling, rack, management, security and services and allows the selection of standardized components to create a solution through modular and mobile configurations.

On the other hand, IBM’s PMDC provides a data center in a shipping container with a complete physical infrastructure including power and cooling systems and remote monitoring.

Interestingly, APC had recently announced a partnership with Australia-based Datapod, which manufactured containers that include specialised modules which include ‘entrypods’ that serve as access control man-trap systems or ‘utilitypods’ holding generators and fuel tanks.

The idea of having portable data centers dates from a few years already. Google, Sun Microsystems and a few other players did explore the idea because of the roll out speed and relatively low associated costs.

Our Comments
Schneider Electric, with 114,000 employees and operations in 100 countries, achieved sales of EUR 18.3 billion in 2008 and many analysts believe that the company will look to aggressively cement its position in the data center market in 2010.

Related Links
APC Delivers on IBM Data Center Container Promise
(CTO Edge)

APC and IBM Announce Availability of the IBM Portable Modular Data Center Solution using InfraStruxu
(Data Center Journal)

Container Collaboration by IBM, APC
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APC and IBM Announce Availability of the IBM Portable Modular Data Center Solution Based on APC's Award-Winning InfraStruxure® Architecture

(Market Wire)

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