

Nominee: Schneider Electric

Nomination title: Prefabricated, Pre Assembled Data Centre Modules

1. What are your product's /solution's key distinguishing features and/or USP?

Schneider Electric has introduced a comprehensive range of 14 prefabricated data centre modules, supported by 12 reference designs. The reference designs detail complete data centres scalable in 250kW to 2MW increments, and meet Uptime Tier II and Tier III standards.

- The modules are pre-engineered, pre-assembled/ pre-integrated and pre-tested power and cooling systems
- The systems are delivered as standardized “plug-in” modules to site. This is in contrast to the traditional approach for a data centre which involves unique, one-time custom engineering and all assembly, installation and integration at the construction site.
- The benefits include cost savings, time savings, simplified planning, improved reliability, improved agility, higher efficiency and a higher level of accountability.
- Schneider Electric provides an end-to-end solution for data centre infrastructure including the plant, data centre white space and management software.
- Standardization allows a predictable, repeatable solution to data centre requirements, the size of the range allows a solution which is also adaptable to local constraints and customer design preferences.

2. What tangible impact has your product/solution had on the market and your customers?

The introduction of facility power and cooling modules presents an alternative to the traditional “craft industry” approach of designing and building data centres. New economic realities make it no longer possible to bear the brunt of heavy upfront costs and extended construction times for building a traditional data centre. The availability of pre-engineered facility modules allows the planning cycle to switch from an onsite construction focus to onsite integration of pre-manufactured, pre-tested blocks of power and cooling. The result of this change in focus is a lower cost, and faster delivery solution.

The ideal applications for facility modules are as follows:

- a). A new data centre seeking faster, cheaper ways to “step and repeat” computer power and support systems (especially when load growth is uncertain).

- b). An organization with vacant space (i.e. warehouse space) that can be leveraged for a more quickly-deployed new data center without the expense of brick and mortar construction.
- c). Existing data centres that are constrained by space and power / cooling capacity.

Facility modules can power and cool traditional data centre IT rooms that are out of power and cooling capacity. They can also be used to power and cool IT modules (containers of IT equipment). Among leading edge corporations, a migration from brick and mortar to facility module “parks” will take place. Cloud computing business models will also accelerate the deployment of rapid facility module provisioning.

The solutions also provide the following benefits to users:

- Deployment of prefabricated data centre modules results in a savings of 60% in deployment speed
- Prefabricated data centre modules provide savings of 13% or more in first cost when compared to a traditional build out of the same infrastructure.
- Cost savings are even more dramatic (30% or more) when the traditional data center is overbuilt in capacity and provisioned upfront with typical power and cooling systems and controls.

3. What are the major differentiators between your product/solution and those of your primary competitors?

Schneider Electric is unique in that its range offering is significantly greater in scope than any competitor's. According to analysts including 451 Research and DCD Intelligence, market adoption of prefab is being held back by the lack of a major player's presence and Schneider Electric fills this gap.

As flexible capacity becomes critical to data centre operations, modular expansion is becoming a compelling option for data centre and facilities managers. With Schneider Electric's announcement of the industry's first complete library of reference designs, data centre managers looking to optimize deployment speed, performance, reliability and cost have a pre-engineered starting point to realize significant improvements in:

- **Speed of Deployment** – Prefabricated modules are delivered on-site preconfigured and pretested for an easy installation with a lead time of 12-16 weeks, depending on the level of project complexity. Site preparation and module production can be completed concurrently, resulting in minimized on-site construction and deployment time.
- **Flexibility and Scalability** – Various module options and configurations enable the infrastructure to be deployed and scaled as needed to meet demand. Capital spending

reductions result from eliminating complicated new construction or expensive building retrofits.

- Predictability – Prefabrication and factory testing reduces human error and on-site construction risks while improving compliance, safety, and efficiency. Design and manufacturing are closely coupled to greatly minimize uncertainty, which results in more predictable performance of the data centre infrastructure.

Only Schneider Electric offers a global portfolio and supply chain as well as regional custom engineering capability to meet customer specifications. With a wide range of prefabricated data centre reference designs and module configurations, detailed technical documentation, and regional support teams, Schneider Electric is uniquely positioned to satisfy a comprehensive set of business requirements and simplify the data centre.

Why nominee should win

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