Nominee: Siemens Industry, Inc.

Nomination title: How Siemens helped Digital Realty become a major industry player for rapid data center deployment

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

Ever-growing volumes of data and increasingly complex applications demand for solutions that are faster, more secure and offer even higher availability. The implications for data centers couldn't be clearer. Data centers need to challenge the status quo by continuously improving reliability, flexible capacity utilization and energy efficiency. Through its partnership with San Francisco-based data center service provider Digital Realty, Siemens is doing just that.

Traditionally, data centers are custom-built using different equipment and with all production done at the construction site. It's a system prone to delays and inefficiencies. The team at Digital Realty thought of a better way. They call it the POD Architecture (POD). POD borrows ideas from just-in-time manufacturing and modular construction practices.

Through POD, construction of one of the most critical components — the data center's electrical system — is completed away from the building site. Electrical rooms are assembled in a controlled, factory environment and shipped to the construction site on a flatbed truck. The equipment is built within a standard metal frame and pre-wired for easy installation.

Siemens worked with electrical integrator JDC Power Systems, Inc. to develop the pre-assembled electrical rooms. The final design called for all equipment to be mounted on a metal frame, measuring 20' wide by 40' long and 3' tall, that can be slipped under the raised floor of the data center computer room.

The two organizations also worked with Digital Realty to optimize the production and delivery process. Siemens equipment can be manufactured ahead of time and either warehoused or delivered to JDC to meet tight production schedules.

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

With its extensive product and solutions portfolio, Siemens helps Digital Realty deploy equipment to its globally operating client's colocation facilities more rapidly. The result? A market-leading solution consisting of fully pre-assembled electrical rooms which allowed Digital Realty to set up operational data centers in an average of 80 days—faster than any other competitor. Siemens cooperated with JDC Power Systems, which pre-assembled and pre-wired the power distribution equipment on a metal fabricated frame. This made it possible to simply install the finished module at the data center site.

In addition to the power distribution modules, Siemens is supplying fire detection, extinguishing and communication technology. Fire protection is especially important for these mission-critical facilities.

Complex air patterns and potential fire risks from short circuits or overheating can wreak irreparable damage on servers and hard drives. Siemens' extensive range of fire protection solutions enable Digital Realty to ensure that this sophisticated and delicate technology is fully protected. Siemens also offers comprehensive services over the entire lifecycle well beyond the provided solutions. Through its footprint and extensive industry experience, Siemens provides Digital Realty a tailored services approach for any of its facilities across the globe.

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

POD streamlines the process of building the electrical infrastructure. Electrical equipment is consistent from project-to-project. Assembly takes place concurrently with site construction. And the final product is delivered when needed. It's an innovative solution that reduces data center delivery time and costs without sacrificing quality. As part of this successful collaboration, Digital Realty cut its typical deployment time for building turnkey data centers from 179 to just 80 days – faster than any other competitor.

Why nominee should win

•   **Innovative and game changing approach to data center construction**

•   **Deployment time cut in half to around 80 days**

•   **Successful and exemplary collaboration of industry leaders**