

## Nominee: Hewlett Packard Enterprise (HPE)

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### **Nomination title: HPE Next Generation G2 PDU For Smart Rack Management**

As the world's leading server provider, HPE has extensive application knowledge and know-how in optimizing IT rack configurations for efficiently powering attached servers and equipment. HPE's new G2 power distribution products represent the culmination of combining this deep knowledge with an innovative system-level design. HPE developed the G2 PDU portfolio, including innovative network metered, switched, and metered and switched power distribution units designed for efficient power distribution, proactive energy management, real time power and environmental alarming, and remote power control. The HPE G2 portfolio includes models designed for applications including remote offices, small server rooms, large enterprise data centre, and high performance computing applications.

In terms of user access, the G2 web user interface designed in the Grommet UX framework permits easy user access and control to rack power from both mobile and desktop devices. The HPE G2 platform is the industry's first to implement the Redfish API including RESTful interface for easy integration of the G2 products into existing user management platforms.

**Distinguishing features:** The HPE G2 product portfolio simplifies rack deployment by, first, providing a wide range of power solutions that enable open access to all hardware components in the rear of the rack. Standard features such as 1Gb Ethernet support, color-coded power outlets, support for up to eight environmental sensors, and operating temperatures to 60°C help to make the new HPE G2 high-density PDU the most technically advanced PDU available today. Metered, switched, and metered & switched models also support hot-swappable network management modules, remote outlet switching and/or power metering (utility grade billing standards), and dual network access, the industry's only PDU solution with redundant network support. The use of Grommet UX and Redfish API increase user accessibility to remotely access and control the G2 products within the data centre.

**Tangible impact on market and customers:** HPE's unique PDU form factor and easy-to-use interface and API enables reduced hardware deployment costs as well as optimised cabling and connectivity for reduced CAPEX versus industry standard solutions. HPE's unique design permits users to further optimize their rack layout for increased access to rack mounted equipment, resulting in lower MTTR for coupled servers and rack mounted equipment during service failures. Finally, the high-density, space saving design provides optimised airflow within the server cabinet for higher cooling efficiency which in turn has a positive impact on server power demand with lower average operating temperatures. Optional high accuracy metering with plug-and-play connectivity allows users to ensure always on, real-time monitoring of power and environmental conditions within their data center racks.

**Major differentiators vs. competitors:** Traditionally, PDUs have been designed as an afterthought by companies who do not have in-depth application knowledge of server equipment. As such, the



form factor and overall design methodology has produced inefficient form factors that provide power, but do little to resolve typical space and connectivity issues in IT racks. Add to that the ever-growing need to increase compute-density and the result is the multiplicity of PDUs in each rack that increase user CAPEX and OPEX costs while failing to provide optimal power distribution solutions. HPE designed their new G2 products from the ground up, relying on real-world inputs from their own configuration factory where IT racks are fully loaded, connected, and tested as a purpose-built systems. HPE's first-in-class implementation of the Grommet UX and Redfish API creates the first platform that easily integrates into legacy and new infrastructure management tools with excellent scalability. Overall, the HPE G2 PDU line represents the best-in-class platform in the market.

### **Why nominee should win**

**..HPE's unique PDU form factor and easy-to-use interface and API enables reduced hardware deployment costs**

**..HPE's PDU is the most technically advanced PDU available today, with utility grade billing standards**

**..HPE's high-density, space saving design provides optimised airflow within the server cabinet for higher cooling efficiency**

**..HPE's creates the first platform that easily integrates into legacy and new infrastructure management tools with excellent scalability.**

**..Overall, the HPE G2 PDU line represents the best-in-class platform in the market.**