

Nominee: Enlogic

Nomination title: Enlogic - save energy, save money

Enlogic arrived as a disruptive new presence in the data centre industry in March 2011, bringing a brand new company and then launching an entirely new type of PDU into an extremely mature sector in November 2012. Energy prices are set to rise. Demands on IT are increasing all the time, and there's increasing pressure from governments to meet energy targets. Some would say the data centre industry is facing an energy crisis. Given the current state of affairs, no-one can afford to ignore the opportunity to cut data centre energy bill. Enlogic exists to draw awareness to the rack more specifically the PDU to make significant energy savings, proving that small things can make a big difference. It is better to accurately measure energy consumption and proactively ensure operating efficiency. This creates a new freedom to explore technologies that optimise server performance. There is also a strong argument for increasing the temperature of the data centre by one degree without compromising reliability. It may not be the most glamorous end of the data centre, but it sure is important. One small investment in smart power distribution and environmental technology could become a giant leap in the continual fight against unplanned downtime and high energy bills.

The Enlogic executive team set out to bring the industry what it sorely needed, an updated, modern PDU able to fit the requirements of a business world increasingly driven by large data, and reliant on very large data centres. The product is still in its infancy in the market, but Enlogic believes that it will in turn change buying behaviours, forcing DCMs to rethink how they monitor and use energy. Enlogic's intelligent PDUs, working at rack level, provide data centre and facilities managers with the comprehensive, accurate energy measurement data they need to make the most efficient use of power resources, inform capacity planning decisions, improve uptime, measure PUE (power usage effectiveness) and drive green data centre initiatives that could save energy and money. Legislative moves such as the UK Carbon Reduction Commitment (CRC) and European Union Energy-Using Product (EuP) are increasing the pressure on data centres to measurably reduce the energy used and carbon produced by their IT facilities. Studies by McKinsey & Co and Gartner Research revealed recently that a mere six to twelve per cent of the electricity consumed by most data centres is used to power active servers. Many data centres are responding to demands for service reliability and security by diverting as much as 90 per cent of their electricity to ensure availability of idle servers in fear of unforeseen downtime. Such environmental wastage is increasingly unacceptable, particularly when an alternative approach is so readily available. Enlogic's intelligent energy-metering PDUs provide the detailed power usage and environmental data needed to measure and improve data centre efficiency. Enlogic's intelligent PDUs provide the option of switching individual or group outlets on or off in response to real time needs, removing the need for permanently switched-on stand-by and creating a far more cost-effective alternative to a complete data centre retrofit. Enlogic's entire range of PDUs is the slimmest in the world – up to 42mm slimmer than its closest competitor at just 50mm. This means that installers can fit it into the rack with ease in comparison to larger alternatives. The slimmer size also negates the need to power down the PDU to provide maintenance on other servers, as it doesn't obstruct any of the other components in the rack. In addition, Enlogic's tool-less mounting facility enables unparalleled ease of installation. Enlogic's

PDUs are high quality, reliable and developed with state of the art technology. If a PDU goes down it causes significant downtime so consultants need quality and reliability from a PDU. They feature the world's first truly hot-swappable network management module, meaning that the module can be swapped if needed without having to switch off and swap its load. Engineers may often move the load to the redundant PDU which might not necessarily mean downtime but will mean increased risk.

A key USP for Enlogic is that a majority of its PDUs have been designed to withstand extremely high temperatures of up to 60 degrees, the highest temperature rating on the market. Many of Enlogic's competitors will not be able to simply copy this due to the components they currently use. Finally, the key USP for a CFO is billing grade accuracy. Enlogic's PDUs offer +/- 1 per cent accuracy, while a majority of its closest competitors can offer is +/- 3 per cent. Not only is this a key feature for a CFO, but also enables companies to better understand the financial price tag of their power consumption. Enlogic's most immediately apparent differentiator from competitors is its size. The PDU is almost twice as slim as the nearest competitor across its entire range at 50 mm, with the closest competitor's slimmest range-wide PDU only at 92 mm. However, what truly sets it apart is how the PDU brings high design, a slim frame and technological superiority in one unit. Enlogic's PDUs include the world's first truly hot swappable network management module, meaning that the entire PDU doesn't need to be shut down, removed and replaced if communication fails. The engineer simply swaps out the current network management module for a new one, resulting in zero downtime. The closest competitors are able to get to is field swappable network management modules, which still involve up to an hour of downtime. Another major differentiator is the inclusion of a field rewirable input cord, which enables installers to rewire, meaning that installers don't need to manoeuvre around the typically heavy copper cables that are usually attached to competitors' PDUs. USPs of Enlogic's PDUs are designed to be pertinent to multiple stakeholders, and customers are consistently feeding back that while they made the decision to buy based on different USPs the overall efficiency, design and operational benefits of the Enlogic PDU outstrip anything they've seen before.

Why nominee should win

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