Nominee: Sentry Power Manager (SPM) by Server Technology Inc.

Nomination title: Server Technology's SPM for Growth Planning

Sentry Power Manager (SPM) provides critical information for growth planning.

With rackable IT equipment being responsible for the bulk of data center power usage, intelligent PDUs have become standard fare in almost all data center deployments for the purpose of measuring that power usage. Sentry Power Manager (SPM) is an ideal, cost-effective way to aggregate all of those measurement points for purposes of maximizing uptime, improving efficiency, and analyzing capacity.

One of the common reasons to implement an energy management system is capacity planning. Understanding not only how much power is available, but also exactly which circuits it is available on, is important for optimizing use of the data center infrastructure.

Monitoring at the cabinet PDU is the optimal place to understand the breakdown of power usage throughout the data center. Not only can one use the measurements at the cabinet for understanding the capacity overhead of the branch circuit, but properly aggregated, the amperage of all stages of distribution upstream can be estimated.

SPM provides the means to setup physical aggregation points such as locations and zones as well as power aggregation points such as RPP's and UPS's for trending analysis and threshold alerts. With features such as the customizable views (see screen below) which allow each user to monitor live events, planning for growth becomes much easier.

Growth in the data center comes in a variety of forms with a variety of implications. Often of primary concern is the growth of power consumption as equipment and applications are increased.

This growth is typically not continuous on the small scale. That is, if you look at the power usage over time for the past week or month, you will often see an up and down usage trend with peaks at various times of day, week, or month. When this usage is gradually increasing over the long term, it can be difficult to spot the growth curve by eye and can eventually lead to a capacity pinch. SPM provides a trending feature that predicts, based on two separate parameters for time, what the power usage might be in the future. This allows the discerning eye the ability to check proactively when additional resources might be needed from the power system point of view. Additionally, an email notification can be set up for whenever that predictive trend points toward a future breech of the power thresholds at the cabinet, zone, or location level.

Along with the power availability at the cabinet level, the space availability is a critical consideration for growth.

Typically considered as part of general asset management, physical location of equipment such as servers and switches often needs the link to which outlets are providing power to that equipment. Along with the potential need to reboot locked-up equipment, measurement of individual power supply consumption is becoming a need in many data centers.

SPM provides a method for specifying exactly where in a cabinet a specific piece of IT equipment is mounted. By assigning outlets from the cabinet PDU to the particular equipment, the IT manager can properly identify both the space and power availability in each cabinet. Add the high-accuracy outlet measurements of the POPS PDU for an even more detailed picture of the cabinet.

Why nominee should win

- Mass configuration of Server Technology PDUs through secure SNAP™ feature
- Easy to use for capacity planning and power monitoring
- Custom Views for each user for quick access to relevant data
- Manage user rights to access and control equipment power
- Convert continual data polling from all cabinets into actionable information in a variety of forms