

Nominee: EnPowered PDU by Enlogic

Nomination title: Enlogic EnPowered PDU

Fighting the energy war

Based on distributed architecture, Enlogic's intelligent PDUs have consistently enabled data centre managers across the globe to meet intense energy consumption targets with comprehensive, accurate energy measurement data to save energy and money. The company understands the current market is split between those data centres which require either a basic or intelligent PDU. It also understands the barriers in acquiring an intelligent PDU, such as finance or procurement issues and an understanding of what value an intelligent PDU would have to their business as a whole.

Enlogic recognises businesses' changing needs and financial pressures

With these challenges in mind and aware of the scalability and convergence demanded by global businesses, Enlogic has developed the world's first EnPowered PDU. The first truly upgradeable PDU will give data centre managers the opportunity for the first time to benefit from all the features open to them on a proven and trusted Enlogic PDU, apart from the intelligence which can be fully upgraded at a later stage.

Steve Smith, regional data centre manager at BT Operate comments:

"Enlogic's fresh approach to the role the PDU can play has allowed me to improve efficiencies in my data centre whilst reducing cost. The flexibility surrounding the outlet types allows my business to drive my data centre and not the other way around.

When a customer chooses to upgrade, the initial purchase doesn't become a 'sunk cost' for a business as Enlogic can simply install the 'brain' of the PDU, ensuring that the customer doesn't experience downtime and has no immediate need for any lengthy change management or procurement processes. Upgrading a basic PDU with intelligent PDU technology can be a timely and expensive process, resulting in unpredictable downtime, but upgrading from Enlogic's future-proof EnPowered PDU with intelligence is simple. It reduces time spent on change management ticketing and release valuable time and money.

Introducing Enlogic's distributed architecture

Data centre managers using Enlogic's EnPowered and Intelligent PDUs will benefit from Enlogic's hot swappable network management module, designed using its distributed intelligence architecture, which allows for easy field replacement while the device remains powered and IT equipment keeps running. An engineer simply swaps out the current network management module for a new one, with zero downtime. This is achieved by

storing the PDU's basic configurations on the chassis' motherboard with only limited intelligence in the component. Hot swap could save up to 80 hours of change management ticketing when component delivery and installation are taken into account.

Steve Smith, regional data centre manager at BT Operate continues:

“What's more, understanding the change management process applied to businesses of our size, Enlogic's innovative hot swappable Network Management Card (NMC) not only reduces cost but also vast amounts of time in such a critical environment, as well as offering an upgrade path from the basic to full monitoring without any downtime.”

Enlogic's future-proof architecture distributes the power, even if a network card isn't present, which in turn prevents data centre hot spots - a valuable asset for any data centre.

What are the main features of the 'EnPowered PDU?

With space in the data centre at a premium, Enlogic's entire range of PDUs (including the EnPowered PDU) are 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.

The Enlogic 'Enpowered' PDU delivers the industry's slimmest premium hydraulic magnetic circuit breakers which are unaffected by heat and allow equipment to run up to the highest temperatures without tripping. Data centre managers can set parameters on the PDU to alert them when it reaches a certain threshold unlike rival breakers which will trip without warning.

Enlogic has analysed each and every detail in their pursuit of efficiency on the understanding that when combined, these changes can make a big difference. For example, internal components have been soldered to reduce resistance, therefore minimising the amount of energy lost as heat which inevitably users then have to cool.

Those who decide to upgrade from an EnPowered to an intelligent PDU and use it together with a network management card (NMC) will benefit from remotely accessing PDU information through an IP address. A single IP address can be used when daisy chaining up to four PDUs for manageability. The software allows data centre managers to be granular, in terms of the detail they obtain about their PDUs and data centre environment. It provides different information than a DCIM would do, for example, offering precise updates on capacity, air flow and cooling.

Stepping stone to an intelligent PDU

For many facilities, an EnPowered PDU without an NMC may be sufficient for some time, but for others, who may move to a high density environment or expand their data centre facility will eventually need to upgrade their equipment in line with their changing needs and growth. Colocation facilities can benefit from this upgrade by showing their customers that they can offer a range of PDU options, depending on their needs which will boost their reputation and prove the value that they can add to their proposition.

Every aspect of Enlogic's EnPowered PDUs have been 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.

Data centre managers use the Enlogic 'EnPowered' PDU as a starting point from which to upgrade, using it as a stepping stone to create a highly intelligent monitoring environment when the business requires and can afford to make this change. There are currently no other direct competitors who provide this 'EnPowered' ability on the market, making this a valuable asset for all businesses.

Why nominee should win

- The first truly upgradeable PDU, with no direct competitors
- When used with a hot swappable network management module, and using distributed intelligence architecture, it allows for easy field replacement, saving up to 80 hours of change management ticketing
- The world's slimmest (50mm) negating the need to power down the PDU to provide maintenance on other servers
- It boasts the industry's slimmest premium hydraulic magnetic circuit breakers. Unaffected by heat, allowing equipment to run up to the highest temperatures without tripping
- Together with an NMC, they allow DCMs to remotely access information on power and temperature