Racktivity

emPOWERing the Data Center

May 2011

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What We Do – Our Mission

Racktivity delivers a comprehensive set of **energy management solutions** for the Data Center

Logical Cloud

Racktivity EnergyCloud™

Data Center Infrastructure

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Who We Are - Company Overview

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Racktivity - emPOWERing the Data Center

- Founded in Lochristi, Belgium, February 2009
- Headquarters opened in Silicon Valley, May 2010
- Closed $8M Series B funding with Partech International & Big Bang Ventures, December 2010
- Thousands of next-gen <u>Genius</u> PDUs shipped
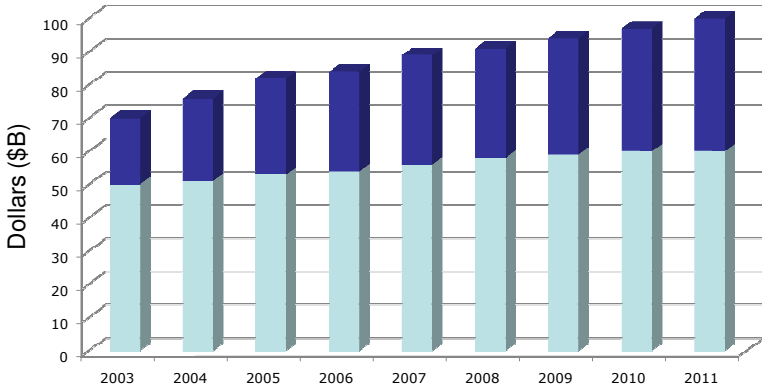- Formed by Data Center & Energy veterans / serial entrepreneurs

Qlayer
IBM
ORACLE
terremark
Soliant

FUJITSU
symantec
DataCenter TECHNOLOGIES
nimsoft
Raritan Know more. Manage smarter.

Sun microsystems
Avocent
modius
SharkRack

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The Opportunity – Focus on Power

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Comparing the Costs of Power versus Server

Source: IDC 2008

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The Opportunity – DCIM

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According to Gartner, less than 5% of the IT industry has deployed any type of formal management for the data center physical infrastructure. This will rise to 60% over the next four years!

"Data center infrastructure management tools will soon provide IT managers with energy and performance management capabilities never before seen. These tools will reduce operating costs, improve IT efficiency and enable sophisticated infrastructure analytics, extending the life of data centers by years."
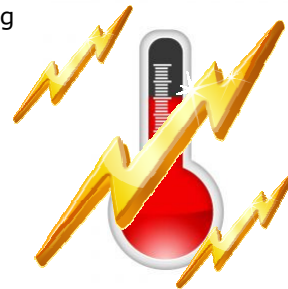*- David Cappuccio, Gartner, 2010*

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The Opportunity – Focus on Power

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- The EnergyCloud™ System is a distributed system which enables the Management of Power and Environment across the Enterprise
  - Power Distribution and Control (PDU hardware)
  - Power Quality (Spike, Ripple, Sag, Harmonics)
  - Power Loading and Consumption
  - Environmental Sensing and Monitoring
  - Security & Access Sensing
  - Performance Snapshot & Trends
  - Comparative Analysis
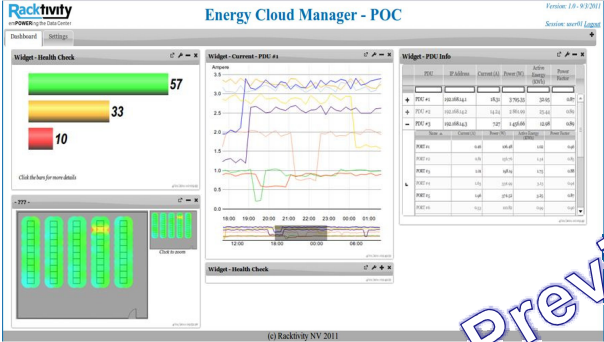 - Recommended Actions

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The Solution – EnergyCloud™ System

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- Canvas and Widget Structure – Persistence of View
- Multiple Dashboards, User Selectable Widgets
- Drill-Down, Tree and AutoComplete selections

The Solution – EnergyCloud™ Detail

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- **Enterprise-wide Partitioning & Analysis**
  - EnergyCloud Manager globally maintains any number of physical & logical attributes for each outlet
  - All analytics and reporting can be based upon any combination of Physical and/or Logical attributes

Physical Partitioning		Logical Partitioning	
• Enterprise	• Pod	• Business	• Organization
• Campus	• Row	• Application	• Tenant/User
• Building	• Rack	• Vendor	• Location
• Floor	• Appliance	• Project ID	• Service Date
• Room	• Outlet	• Owner	• etc.

Resulting Views

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The 451 Group's Take

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Modern Enterprises are focusing huge resources on optimizing their physical infrastructures, specifically Power and Cooling. New challenges require new approaches…

Racktivity … does appear to have a genuine edge with its PDUs – as datacenters become more instrumented, smart multifunction devices in the power chain will become important. It is unclear how easy Racktivity's technology will be to replicate, but rivals will undoubtedly want to follow. Over time… the data its devices produce, and in how it partners with other suppliers… will form the basis of a new level of control. Racktivity has vision…
Andy Lawrence, the451group, 2011

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Case Study– Luxembourg Telecom

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LUXEMBOURGTELECOM
First private global operator

"We needed … highly detailed per-outlet energy monitoring and control in our data centers … True RMS monitoring … the Racktivity ES1008 was much more comprehensive than anything else we evaluated."

Philippe Durando, CTO of Luxembourg Telecom

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The Summary

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- Racktivity's **EnergyCloud™ System**:
  - The critical complementary layer to the logical cloud
  - Purpose-Built Hardware and Software
    - EnergyCloud™ Manager, distributed, scalable
    - EnergySwitch™ Genius PDU appliances with **EnergyOS™**
    - All Powered by **EnergyDNA™**
  - Provides instant value
    - Billing-grade energy awareness
    - Predictive analysis for upcoming power faults
    - Physical layer data center performance monitoring
    - Specific CO_2 impact analysis & management

The <u>only</u> solution which delivers and manages Energy (Power and Environment) as a system!

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Thank-You

For More Information, Visit us at www.racktivity.com

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