

Emerson Network Power expands its Services business in Australia to manage 'green' challenge

Australian companies baulking at the cost of long-term solutions to build 'green' data centres should instead be looking for quick wins that would get them ahead of the curve in the short-term.

That's the view of Ben Graham, Director of Services at infrastructure specialist Emerson Network Power Australia.

Emerson has opened a new Services office in Gladstone, Queensland, and has also hired more staff to meet the growing demand for its direct data centre infrastructure services across the country.

"The totally 'green' data centre is a laudable aim, but the reality is that data centre operators that have invested millions of dollars in infrastructure and equipment aren't going to throw the lot out of the door and start again," says Graham.

"The problem we're facing today, as an industry, is the unprecedented demand for more computing power, and that means smaller, more compact, and much higher-density designs like blade servers," says Graham.

"These devices use up more power and consequently push out an exponentially greater amount of heat that needs to be rejected from the data centre. Unless every stage of the process – from the IT equipment to heat rejection – is carefully managed, it can become very inefficient, costly to run, and environmentally unfriendly."

Graham says Emerson is expanding its Services business in Australia and New Zealand in direct response to growing customer demand for a one-stop supplier for large data centres and corporate premises.

Emerson has already established a direct service business in New South Wales, Victoria, Queensland, West Australia, and in both the North and South Islands of New Zealand. The Northern Territory, South Australia and Tasmania are serviced through Emerson partners.

"Some customers are coming to us with greenfield sites seeking advice on how to best design their new data centres. Others want advice on more efficient ways to manage the spiralling infrastructure costs in their existing facilities – mainly the result of high-density computing," he says.

"They've grown tired of the 'break-fix' engineering mentality of the past, where a service team is called in only when a piece of equipment fails or needs replacing. What we're offering today is a far more pro-active approach that includes a power and air auditing service, launched this year, along with best-practice consulting for IT equipment and, increasingly, carbon footprint reduction."

Emerson last month announced it's partnering with Queensland-based Digital Sense to build Australia's highest density data centres in Brisbane. Emerson was asked to provide all the infrastructure components for these centres – from the IT equipment racks, to the specialised cooling equipment to reject the heat they produce.

"These data centres are unique in their size and scope but certainly not unique in the challenges they're facing," says Graham.

"Our service engineers are asked – and trained – to help customers meet such challenges and to help them re-engineer existing sites."

Emerson's Services business arm employs 99 factory-trained engineers that Graham says has grown about 10 per cent per annum for the past few years.

"Never before has there been such demand for raw computing power, and it's taken many organisations by surprise. The real issue is where to put all this power, and once it's there, how to manage it," he says.

In response to these growing demands, Emerson has developed the industry's first vendor-neutral roadmap to manage and optimise energy efficiency in high-density data centres. Called Energy Logic, the roadmap is rolled out through Emerson's service centres to new and existing customers.

"Emerson is one of the only vendors that can claim to service all the critical components of a high-density data centre. We have the technology to reject heat from standalone high-density racks in so-called 'normal' data centres, and the skills to advise our clients on the best-practice layouts for their equipment to make the most efficient use of the space, power and heat rejection capacity they have at their disposal."

About Emerson Network Power

Emerson Network Power, a business of Emerson (NYSE:EMR), is the global leader in enabling Business Critical Continuity™ from grid to chip for telecommunication networks, data centers, health care and industrial facilities. Emerson Network Power provides innovative solutions and expertise in areas including AC and DC power and precision cooling systems, embedded computing and power, integrated racks and enclosures, power switching and controls, monitoring, and connectivity. All solutions are supported globally by local Emerson Network Power service technicians. Learn more about

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About Emerson

Emerson (NYSE: EMR), based in St. Louis, is a global leader in bringing technology and engineering together to provide innovative solutions to customers through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Sales in fiscal 2007 were \$22.6 billion. For more information, visit www.emerson.com.

Contacts

Guy Lerner

+61 2 9929 7533

mailto: guy.lerner@watterson.com.au