



ABOUT THE COMPANY

Innovix Distribution Pte Ltd is one of Asia's leading technology distributors and a member of Fortune Global 500-listed Jardine Matheson Group.

Headquartered in Singapore, Innovix Distribution has operations in Hong Kong, Macau, Singapore and Malaysia with 47 locations in Asia, which facilitates the development of our partners.

Innovix Distribution has a portfolio of more than 80 leading ICT and lifestyle brands, with more than 5,500 channel partners in Asia.

www.innovix.com

Background

In a data-driven world, having a secure and flexible IT infrastructure is essential for companies that specialise in ICT.

One of Asia's leaders in the technology distribution field is Innovix, a member of the Fortune Global 500-listed Jardine Matheson Group. Innovix is headquartered in Singapore with more than 500 staff and operations in 47 locations covering Hong Kong, Macau, Singapore and Malaysia.

Expanding business

Over the years, the company has grown to become a trusted distributor of more than 80 leading ICT and lifestyle brands. Innovix boasts more than 5,500 channel partners and 500 points of sale (POS) in three countries.

With more than 220,000 square feet of warehouse space and the ability to handle more than 300,000 units of stock simultaneously, the company is ideally placed for growth in market share.

The expansion of Innovix' business in Singapore led to a recent management decision to move to a new and larger location. This move provided the opportunity to establish an Innovix Solution Center to showcase the ICT solutions the company represents.

Case Summary

Location: Singapore

Vertiv Solutions:

- SmartRow™ Plus



INNOVIX DISTRIBUTION PTE. LTD.

A Vertiv Case Study

ICT Solution showcase

As Ang Wee Lee, Director of Product Marketing at Innovix, says, “We need to have an avenue for us to showcase the ICT solutions that we represent.”

The Solution Center is designed to allow channel partners and customers to see and experience the ICT solutions that Innovix represents, in real-world operations. This naturally calls for a self-contained integrated data centre within the company’s new complex.

Mr Ang says:” After much consideration, we decided to embark towards investing in a Vertiv SmartRow™ solution.”

Vertiv’s SmartRow™ range provides a fully-integrated data centres in a row; a pre-engineered solution that dramatically reduces time to install and deploy. Variations are available to suit several specific vertical markets. SmartRow™ data centres incorporate thermal and power management, UPSs, monitoring and control technologies and cable management, and offer multiple possible configurations for any future expansion.



Benefits of choosing Vertiv

For Innovix, the benefits of choosing Vertiv’s 2 + 6 included fast deployment, ease of management and lower total cost of ownership. It took the company just two weeks to complete the installation of the Vertiv 2 + 6 SmartRow™ solution, compared to the four weeks or more than a traditional data centre setup would take.

Moving to a new office space inevitably causes interruptions to the flow of business but the SmartRow™’s rapid deployment enabled Innovix to recommence partner and customer outreach with a minimum of delay.

13-year relationship

According to Daniel Sim, Senior Director, Channel Business, Vertiv Asia, Innovix and Vertiv have been working together since 2005. He says, “They have been instrumental in allowing us to reach a wider market for our products and services, expanding our footprint across the region and the globe.”

Sim explains that the SmartRow™ on display at the Solution Center will benefit not only Innovix but also their customers, as they will be able to get a first-hand view of the solutions through walkthroughs and demonstrations from Innovix experts.

Results

Since the deployment of Vertiv SmartRow™, Innovix has experienced an increase in requests from their partners to demonstrate the hyper-converged ICT solution to their end users.

Innovix also regularly uses the Solution Center as a venue to conduct training for their channel partners and to present solution demos or proof-of-concept to end users.

Alvin Cheang, Senior Manager, Head of IT and Edge Infrastructure, Vertiv Asia is proud to walk visitors through the Vertiv 2 + 6 setup. It is a full containment setup with the racks protected by glass, back and front. It features a cooling unit and a touch screen monitoring system, and houses entirely within the suite IT solutions like ICT storage and a hyper-converged network.

Comprehensive risk protection

The typical risks present with server stacks are well covered by the Vertiv 2 + 6. For example, the system features a built-in fire suppression system that allows the rapid dispersal of chemical agents into the racks in the event of a fire. Emergency fans are also situated at the foot of each rack, capable of automatically coming into service in case there is a cooling outage or when supplemental cooling is required.

The built-in structure allows for the whole data centre to be shut down when necessary, rather than having to access controls in another room. Similarly, the design ensures that all serviceable parts are easily accessible to the service engineers, and UPS and batteries are ready to kick in automatically if ever there is a power supply interruption.



The health of the entire SmartRow™ installation is monitored via a conveniently positioned smart screen. The screen provides a granular breakdown of critical information like electric power consumption and temperature readings, and a more detailed readout is available at the press of a button.

Daniel Sim of Vertiv says the launch of Innovix' new Solution Center is a testament to the strong relationship between the two companies and looks forward to many more years of partnership in the future.



SmartRow™ Plus

For more information on the SmartRow™ Plus and other infrastructure solutions, please visit

www.VertivCo.com