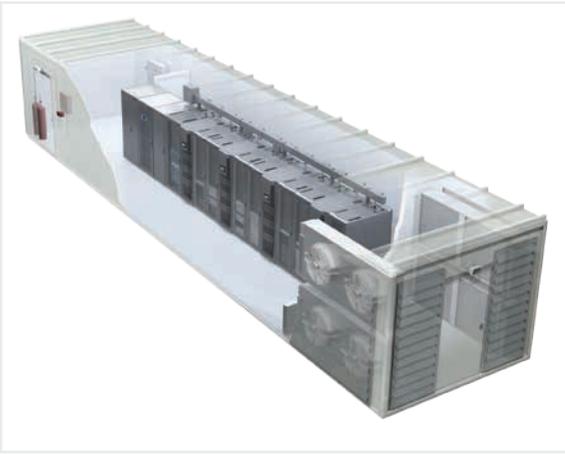


A CUSTOMER SUCCESS FROM THE EXPERTS IN BUSINESS-CRITICAL CONTINUITY™



A Vertiv™ Case Study



Background

The research and development department at a leading communications and media company in the Northeast had outgrown its current building—including its Internet and data capabilities. The lack of space posed a problem: no room to install more hardware. Compounding the problem was the fact that any upgrades to Internet and data capacity needed to be done quickly—within 10-14 weeks – to meet the critical business needs of the R&D department. This unique set of circumstances put IT and facilities officials in a difficult situation.

A LEADING COMMUNICATIONS COMPANY

A large communications and media company in the Northeast has provided the region with cable, Internet and phone service since the late 1970s. Growing from a subscriber base of 1,500, the company now provides solutions for five million households and businesses. Today, the company is one of the area's leaders in residential and small business communications, and one of the prime cable, phone and Internet providers for large businesses.

Case Summary

Location: Northeastern United States

Products/Services: SmartMod infrastructure: A rapidly deployable, standalone enclosure delivering an integrated, high-availability data center infrastructure in easy-to-implement configurations.

Critical Need: A means for the company's research and development department to gain the data and Internet capabilities they need, while still preserving valuable real estate in the branch's building.

Results:

- Installed a SmartMod infrastructure solution at a remote location, providing needed data and Internet capacity without taking up more building space.
- Minimized downtime and productivity loss – deployed ten days before deadline.
- Reduced costs by minimizing installation time and eliminating the need for room upgrades in the main building.
- Integrated fire detection/suppression system helped to avoid the fire marshall's lengthy inspection wait lists and increase overall safety.
- Permits for easy relocation for anticipated move to a new location.



Increase capacity and improve efficiency

Using the SmartMod infrastructure, the communications company was able to increase the Internet and data capacities in its research and development department, while generating cost-savings through data center infrastructure management technology.

The Situation

A leading Northeast-based communications company was running out of physical space in its research and development building. Not only that, but the building's Internet and data capabilities were proving to be under capacity for the R&D department. The current data center was not capable of handling the department's mission-critical operations. Upgrades had to be made; however, the upgrades had to be implemented without taking up even more floor space. There simply was no room left.

Making the situation even more complicated was the fact that the company needed to expand IT capacity relatively quickly, in a span of about 10-14 weeks. The current department data center was already handling more than it was designed to support; company officials were fearful of a complete data center meltdown.

The final challenge to address was that company officials had already decided that relocation of the research and development department would eventually have to happen. With such a large relocation looming, the company was unsure of the value of updating the current building and its infrastructure. Expensive construction and labor costs to renovate the data center would quickly exceed the project budget, and prolong the lack of data and Internet capacity for the R&D department.

What the communications company needed was an interim solution to meet the current demands of the department, and also able to be redeployed when the department moved facilities.

The Solution

Vertiv™ and the communications company are not strangers. The two organizations have a strong relationship, one that goes back more than 20 years. During this time, the company has been using Vertiv cooling and power solutions to support 98% of its IT and networking equipment.

In fact, the relationship between the companies goes deeper than the standard manufacturer/buyer rapport. Vertiv representatives have been "in the trenches" with the facilities and IT departments for years. They provide data center design expertise as the go-to source of information and advice about physical infrastructure.

"I've come to view the people at Vertiv less as sales people or suppliers and more as strategic partners," said a company facilities manager. "It seemed only natural, considering our relationship, to contact Vertiv about the predicament at our research and development building."

Vertiv had recently introduced the SmartMod infrastructure, and the offering seemed ideal for the communications and media customer. The SmartMod offering is a modular IT infrastructure solution in the form of a customized data center enclosure. It is fully integrated, self-contained, rapidly deployable and easy to relocate, ensuring that the communications company's relatively short timeframe and budget requirements would be fulfilled.

"A few days after we called Vertiv, we had a plan – one that looked good from the beginning," says the facilities manager.

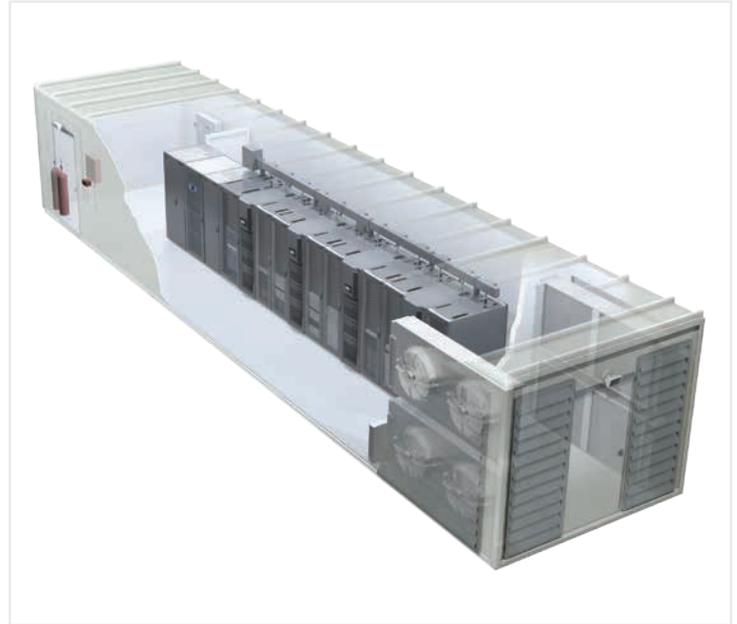
The SmartMod infrastructure combines Vertiv™ infrastructure systems including cooling, UPS, fire suppression, power and data center infrastructure management technology into a holistic implementation that is controllable, economical, simplified and efficient. By combining industry-best practices, the SmartMod infrastructure helps customers meet challenges in availability and capacity while cutting costs and creating efficiencies throughout the implementation.

The SmartMod infrastructure utilizes a modular design that makes it easily deployable. By leveraging this design, company officials were able to solve their IT issues without resorting to costly room upgrades. This saved money and made the construction process shorter. Additional savings are now being realized through better cooling and energy efficiencies in the enclosure.

By utilizing Liebert® SiteScan Centralized Monitoring and Control software, the company is able to monitor the SmartMod infrastructure from any location. Out-of-spec conditions in the remote data center are quickly reported to the IT and facilities departments in their primary offices, and in many cases, these issues can be dealt with remotely, with no need for an employee to be present at the SmartMod infrastructure. “Liebert SiteScan helps ensure efficiency, availability and capacity in the data center,” says the facilities manager, “while keeping staffing requirements and total cost of ownership low.”

The SmartMod infrastructure design may be conveniently and safely moved, with minimal downtime, when relocation becomes necessary for the R&D department. “We can use it all the way to Friday,” says one communications company employee, “move it, and be back up and running for Monday.” Moreover, integrated fire control helped save the company money during the initial installation, and will again during the future relocation – waiting for a fire marshall in the Northeast metropolitan area can be a long and costly affair.

According to the facilities manager, both the IT and facilities team are impressed with the service and support they received from Vertiv throughout the project. Vertiv data center service and support specialists were always close at hand during deployment: any problems or issues that arose were dealt with by a local team.



Rapid deployment and relocation

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The Results

The Vertiv™ team successfully installed the SmartMod infrastructure 10 days before the deadline. With flexible rack capacity and a self-contained design, the SmartMod infrastructure is an excellent choice for providing the R&D department with the capacity, availability and performance it needs. The team now has the mission-critical continuity it requires to keep operations running smoothly.

The SmartMod infrastructure also reduces both energy and maintenance costs, and streamlines the monitoring and managing processes—something the company had been having trouble with because of limited staffing.

The IT and facilities teams are thrilled with not only the SmartMod infrastructure, but with the service and strategic cooperation they receive along the way. In the end, the communications company found themselves only reinforcing what they already knew about Vertiv: that it is a strong, knowledgeable company that does a lot more than just sell a product – it helps customers find and implement solutions.

“I have faith and confidence in my local Vertiv representative,” says the facilities manager, “he’s always straightforward, upfront, and helps keep me ahead of the curve.”

For more information on Smart Solutions and SmartMod infrastructure from Vertiv, visit www.VertivCo.com



Streamline management processes and reduce costs

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