Server Technology

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Increased uptime and a higher compute density translates to a greater ROI.

CASE STUDY | TURN   October 2014

INDUSTRY
Advertising analytics and
technology software

LOCATION
Redwood City, CA

KEY CHALLENGES
- Existing cabinet PDU did not offer the functionality and reliability needed to run the Turn business, and the vendor was unresponsive
- Outlet density
- Form factor
- Power level

SOLUTION
48 outlet Switched PDU with PIPS® capability

BENEFITS
- One PDU for two different rack configurations
- Density of racks reduced floor space at colocation facilities
- Able to ensure usage of power allotted by colo and paid for by Turn

1-800-835-1515
sales@servertech.com
www.servertech.com

If you ever use the Internet and find an advertisement that seems to be "just what you're looking for," then chances are Turn was behind the data, media execution and analytics that served the advertisement.

About TURN

Turn is the largest independent company in the advertising technology sector, based in Redwood City, CA. They provide a light-ning-fast technology platform that responds to half of the world's Internet page views in as little as 10 milliseconds. Turn operates a highly scalable multi-tier server infrastructure that runs a "big data" analytics engine and software suite, providing a managed-service and self-service platform for brand and agency customers across the globe.

Recently, Turn revised its hardware configurations to standardize on two rack level configurations, one having 23 devices per rack, and the second having 43 devices in each rack, to make the most use of the colocation space and power to support customers with data-driven advertising programs. The company also wanted to implement remote monitoring and management capability for its hardware.

Challenge

As Turn grew, the systems deployed across multiple data centers grew larger and more complicated, as did the number of hardware configurations and variations. Going forward, Turn sought to standardize on just two rack configurations having at least two more compute nodes per rack than prior generations.

Prior rack deployments relied on PDUs that varied according to the loads deployed in them. This meant that each rack required a unique PDU solution for the combination of outlet types needed by the hardware in the cabinet. A varying mix of C19 and C13 outlets was usually required.

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> *"Server Technology has an open ear, and quickly responds to suggestions and challenges. They are very responsive and their support is outstanding."*

Randall Wofford
Data Center Manager, TURN

Communications with the variety of PDUs deployed across the multiple Turn data centers also proved to be difficult, as different vendors implement different MIBS. A standard was needed in order to ensure that power consumption data could be collected, and that remote management might be a possibility in the future.

The Solution

Turn was able to select a single PDU form factor and outlet that would satisfy all of their data center power needs and help them reduce the total footprint per node in the colocation facility. This was achieved through standardizing on a 48U tall rack, and implementing only two varieties of rack configurations having additional compute nodes per rack. The higher-compute density required more outlets per rack than Turn was able to acquire elsewhere. Moving to a 48-outlet solution from Server Technology enabled the Turn data center team to deploy enough additional nodes (two per rack) to achieve a 5-10% reduction in floor space per compute node. Colocation expenses were reduced and room was left in the power envelope for additional hardware to be deployed if necessary.

Turn also chose to deploy cabinet PDUs that feature both remote monitoring and management capability, thus enabling the company to remotely measure and monitor power at the various colocation facilities housing its infrastructure.

Business Benefits

By moving to cabinet PDUs from Server Technology, Turn has experienced increased uptime, fewer failures, and a higher compute density that is able to sustain higher operating temperatures. Additionally, they are able to correlate data from the STI PDUs with data coming from the various colocation providers to make sure that they are not oversubscribing or underutilizing the power circuits.

> *"Server Technology products have provided years of stable power and reporting."*

Gregory Parker
Engineer, TURN

stay powered. be supported. get ahead.

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About Server Technology®

Server Technology, a brand of Legrand, is leading the engineering and manufacturing of customer-driven, innovative and exceptionally reliable power, access and control solutions for monitoring and managing critical IT assets for continual availability.

Server Technology's power strategy experts are trusted to provide Rack PDU solutions for data centers worldwide ranging from small technology startups to Fortune 100 powerhouses. Because power is all we do, Server Technology can be found in the best cloud and colocation providers, forward thinking labs, and telecommunications operations.

Server Technology customers consistently rank us as providing the highest quality PDUs, the best customer support, and most valuable innovation. We have over 12,000 PDU configurations to fit every data center need and most of our PDUs are shipped within 10 days.

Rack PDU Buying Guide
Find the best PDU for your data center
servertech.com/rack-pdu-buying-guide

Rack PDU Selector
Over 2000 standard configurations
servertech.com/product-selector

Build Your Own PDU
Build an HDOT or HDOT Cx PDU in 4 easy steps
byopdu.servertech.com

Speak to a Power Expert
Get free technical support
servertech.com/support

How to Buy
Tools to simplify the PDU buying process
servertech.com/how-to-buy

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