Maximizing ROI with SPM & HDOT PDUs installed within all of your datacenters.

CASE STUDY Financial Institute* | Oct 2014

INDUSTRY
Global brokerage and trading-related services

KEY CHALLENGES
> Re-architecting of the Financial Institute's datacenter to improve density and grow capacity
> Right combination of outlets and power for their Cisco UCS deployment
> Remote monitoring capability

SOLUTION
> Switched 50A 3-Phase PDU with (12) C19 & (12) C13 outlets and PIPS®
> Sentry Power Manager (SPM)
> Custom Color options

BENEFITS
> Achieved the targeted compute and power density
> Remote monitoring and reporting capabilities
> Color coding to readily identify primary and secondary power infeeds

Financial Institute is a leading provider of global brokerage & trading related services for institutional investors & financial intermediaries.

They combine client-first service with innovative products, sophisticated strategies and proprietary technology to meet the challenges of increasingly dynamic and fast-paced markets. This Financial Institute partners with more than 3,000 clients accessing over 100 global market centers to help them achieve their investment objectives.

The Financial Institute recently sought to re-architect their datacenters to provide additional throughput, reduced cabling, and improved efficiency. To achieve this, Financial Institute selected Cisco UCS hardware to provide a converged infrastructure capable of meeting the needs of Financial Institute's customers. When presented with the challenge of powering (6) Cisco UCS enclosures in a single 42U rack, Cisco recommended that Financial Institute work with Server Technology to find a solution.

The Challenge
Power a mission critical VMWare private cloud running on UCS hardware.

The Financial Institute was first introduced to Server Technology when they were trying to fit (6) UCS chassis into a 42U cabinet on 50A 3-phase circuit. Each UCS enclosure requires (4) C19 power outlets to provide redundant power to the hardware. Previously, APC was the preferred PDU of choice. The Financial Institute's decision maker was not happy with the available PDU offering as nothing met his density requirements. The decision maker from the Financial Institute spoke with Cisco, and Cisco suggested Server Technology as an alternative. The decision maker also looked at Raritan, but once the Financial Institute saw the Server Technology PDU working along with Sentry Power Manager (SPM) software, that helped "seal the deal."

![Server Technology - Quality Rack Power Solutions]

*Official company name is confidential.

CASE STUDY | Financial Institute

The Solution

After speaking with his Server Technology representative and ST partner CSC, the decision maker and his team spent a few weeks considering alternatives, and finally selected a Switched PDU from Server Technology that offers (12) C19 and (12) C13 outlets. The particular PDU selected was a 50A 3-phase unit, allowing him to power all of the UCS gear in his rack and have leftover outlets, and power, to spare.

Having both high-strength cord retention and locking outlets made selecting Server Technology even easier, as most competitors must special order these outlets. The color coding option from STI was another bonus, as it helped the Financial Institute readily identify whether or not the hardware in the cabinets was properly cabled for redundancy. Also, other vendors' didn't offer the quick delivery that the solutions from Server Technology offered.

"CSC was great. They came out to our datacenter, and helped make sure things (PDUs) would fit into our cabinets. And by selecting from three standard PDUs that Server Technology keeps in stock, we generally see delivery within a week of ordering."

Deploying Server Technology's Sentry Power Manager (SPM) also helped the Financial Institute maximize its return on investment in STI PDUs, by allowing the Financial Institute to remotely collect the power information available from all of the PDUs across its entire datacenter network.

Business Benefits

> Server Technology PDUs worked correctly the first time, right out of the box

> The Financial Institute saves money via increased compute density in its datacenters

> The Financial Institute is seeing improved reliability and uptime

> SPM provides rebust, full-featured management and reporting which assists the Financial Institute in making critical power decisions accross all its datacenters

![Server Technology - Quality Rack Power Solutions]

About Server Technology

Server Technology's power strategy experts have provided power solutions for labs, data centers, and telecommunications operations for 30 years. Over 60,000 customers around the world rely on our cabinet power distribution units and award winning power management solutions to reduce downtime, facilitate capacity planning, improve energy utilization, and drive efficiency. With the best quality, best technical support and most patents, Server Technology products provide uncompromising reliability, innovation, and value for the datacenter.

Only with Server Technology will customers **Stay Powered, Be Supported & Get Ahead — www.servertech.com**

Interested in learning more about Server Technology's solutions? Visit us online at: **www.servertechnology.com**

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