KVM-over IP Switches and Serial Consoles
www.raritan.com/kvm-switches

Intelligent Rack Power Distribution Units (iPDUs)
www.raritan.com/pdus

Environments to Sell

✓ Large heterogeneous data centers with multiple server racks

✓ Software and hardware test labs

✓ Broadcast facilities

✓ Companies that are growing or expanding their data center(s)

✓ Customers with multiple remote locations and no IT staff onsite

Titles to Look For

✓ Data Center Manager

✓ IT Director/Manager

✓ Software and Hardware Lab Manager or Developer

✓ Network and Storage Administrator

✓ Director of Technology (Broadcast)

Environments to Sell

✓ Growing data centers, expansions, consolidations, moves, and new builds

✓ Large heterogeneous data centers with multiple server racks

✓ Customers who have rack PDUs that do not provide power metering

✓ Customers with the goal of improving energy efficiency

Titles to Look For

✓ Data Center Facilities and Operations Manager/Engineer

✓ IT Infrastructure, Data Center and Network Manager

✓ Electrical Contractor (who influence rack PDU selection)

Probing Questions

☐ How do you remotely access and support servers, serial devices and server processors in your data center for troubleshooting?

☐ Do you have any remote locations that need support as there is no local IT staff?

☐ Do your system and software testing environments have lab managers that need to access multiple systems simultaneously?

☐ Do you manage applications that include streaming video, video editing, audio editing, image editing, photos, or music that require high performance video resolution and digital audio?

Probing Questions

☐ Do you know the power draw at each rack, and whether there is enough head-room to add a new device without causing an overload and subsequent system crash?

☐ Would you like to get alerts before circuits fail and loads become unbalanced?

☐ Can you automatically power cycle the outlets on your existing PDUs on/off and schedule shutdown of non-critical equipment during non-working hours?

☐ Do you utilize environmental information to cut the cost of cooling your data center?

Solutions

☑ Raritan's KVM-over-IP Switches & Serial Consoles give you **the ability to access any device in your data center** or lab via a fast, secure IP Web based connection.

☑ **You can remotely troubleshoot server problems** and recycle power to a server if you use Raritan's PDUs in conjunction with their KVM switches.

☑ **Raritan KVM eliminates the need for onsite visits** to smaller remote locations by letting you manage the device as if you were there in person, e.g. load operating system.

☑ **Raritan KVMs provide out-of-band access** which provides BIOS-level access and is not dependent on software agents, operating systems, or networks.

Solutions

☑ **Raritan's iPDUs provide power information** at the unit, individual outlet, and circuit breaker level, helping you to eliminate stranded capacity in your data center.

☑ **Raritan's iPDUs have built-in support for a variety of sensors** including temperature, humidity, airflow, pressure, and contact closure to help you manage your environment effectively.

☑ **Threshold alerts from Raritan's iPDUs and sensors notify you of potential issues.** Alerts include: environmental, circuit failure, unbalanced loads, new device connection.

☑ **Remote access capabilities enable the shutdown of iPDUs** in emergency situations. Scheduled shutdown processes enable power cycling for additional cost savings.

![Raritan logo]

Raritan

DCIM Monitoring Solution
www.raritan.com/poweriq

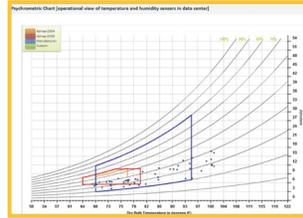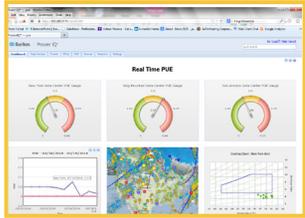### Environments to Sell

✓ Growing data centers, expansions, consolidations, moves, and new builds
✓ Large heterogeneous data centers with multiple server racks
✓ Customers with the goal of improving energy efficiency
✓ Power reliability / uptime are concerns
✓ Moving to a colocation facility

Titles to Look For

✓ Data Center Facilities and Operations Manager/ Engineer
✓ IT Infrastructure, Data Center and Network Manager
✓ Electrical Contractor (who influence rack PDU selection)

Probing Questions

☐ How do you ensure you have the proper environment (power, temperature, humidity, etc.) in order to safely run your IT equipment?

☐ Do you know the power draw at each rack, and whether there is enough power to add a new device without causing an overload?

☐ What energy efficiency or environmental initiatives do you have?

☐ Do you have PDUs from multiple power vendors, and if so how do you consolidate all the data to one central repository?

Solutions

☑ **Power IQ allows you to easily visualize, monitor and manage** real-time power usage, find stranded power capacity, and identify trends thereby delaying CAPEX.

☑ **Power IQ can help you increase uptime** by monitoring every point in the power chain and sending threshold alerts before racks overheat, circuits fail, and loads get unbalanced.

☑ **Power IQ is vendor agnostic,** supports over 20 manufacturers out-of-the box, and gives you the ability to support additional manufacturers with dynamic plugins.

☑ **Power IQ dashboards** allow you to visualize hot spots, see the impact of energy efficiency initiatives, and save money by eliminating overcooling. Additionally, you can monitor and measure accurate data energy consumption and savings to feed into enterprise sustainability systems and collect energy rebates and carbon credits.
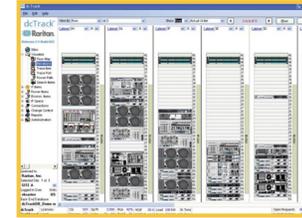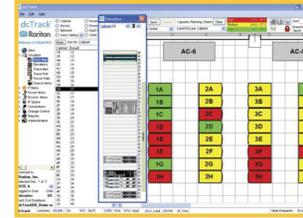
DCIM Operations Solution
www.raritan.com/dctrack

Environments to Sell

✓ Growing data centers, expansions, consolidations, moves, and new builds
✓ Data assets are managed by Excel and Visio
✓ Lacks software designed to manage the data center
✓ Is buying copper or fiber
✓ Moving to a colocation facility

Titles to Look For

✓ Data Center Operations Manager
✓ Data Center Manager/Director
✓ Project Move Team

Probing Questions

☐ Are you concerned about possible downtime from an overloaded power circuit?

☐ Do you know where all of the devices in your data center are at any time?

☐ Do your technicians have trouble locating a device when they need to performance maintenance or updates?

☐ Does the lack of accurate cable plant records make it difficult to manage data center cabling?

Solutions

☑ **dcTrack offers a visual mapping of your infrastructure** that helps you to manage physical provisioning by tracking space, power, data connectivity, and their relationships to IT equipment, applications, and services.

☑ **dcTrack provides a visual trace route for power and network paths.** Users can reduce troubleshooting time by viewing a tabular and a visual mapping of their data center devices, power and network paths without being physically present.

☑ **dcTrack automatically provides budgeted power** at every connection point in the power chain from the UPS to the device power supply with (N) or (N+1) redundancy. Users won't be able to connect to a power strip if that connection causes an overload.

☑ **dcTrack search and filter tools** simplify the identification, reservation and installation of assets. A built-in work order management system provides seamless automation that manages the workflow from issuing and approving a request to completion.

☑ **dcTrack web-based open APIs** allow you to integrate with your current ticket and configuration management databases. Create, update, and track work orders and view asset information using one seamless portal and a single pane of glass.