



The Intelligence Layer for Data Center Cooling

Predict failures. Cut energy waste. Automate compliance.

THE PROBLEM

AI data centers spend 40% of their energy just on cooling — \$8–15M per year for a single facility. They consume millions of gallons of water daily.

\$64 billion in new projects have been blocked by communities over water and energy concerns. The Data Center Transparency Act proposes \$100K/day penalties for non-reporting. The EU already mandates annual efficiency reporting.

Every cooling system on the market is blind — and none generate the compliance reports regulators now demand.

OUR SOLUTION

UpOnline's software watches both the cooling systems and the computing workloads simultaneously — something no one else does.

We predict cooling problems before they happen, identify where energy and water are wasted, and **auto-generate audit-ready compliance reports** that get new facilities permitted.

Vendor-neutral: works with any hardware from any manufacturer — NVIDIA, AMD, Intel, or custom ASICs.

\$30B+

Cooling market by 2030

\$64B

DC projects blocked

40%

DC energy on cooling

\$100K/day

Proposed DCTA penalty

HOW IT WORKS

01

Connect

Plugs into existing systems. No new hardware required to start.

02

Predict

ML predicts cooling failures 30–60 minutes before they happen.

03

Optimize

Identifies where energy and water are wasted — and the dollar cost.

04

Comply

Auto-generates audit-ready WUE and regulatory compliance reports.

WHY NOW

- AI is driving an unprecedented DC building boom
- New chips produce heat that old cooling methods can't handle
- EU EED mandates reporting now; US DCTA proposes \$100K/day penalties
- 40+ US states passed DC legislation in 2025
- \$64 billion in projects blocked over resource concerns

WHY UPONLINE

- Only platform that sees workloads AND cooling systems
- Fully vendor-neutral (NVIDIA, AMD, Intel, custom ASICs)
- Auto-generates audit-ready compliance reports
- Software today, clear path to hardware and platform
- Helps get new facilities permitted by proving efficiency