



Master Your Data Center

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Today's Data Centers

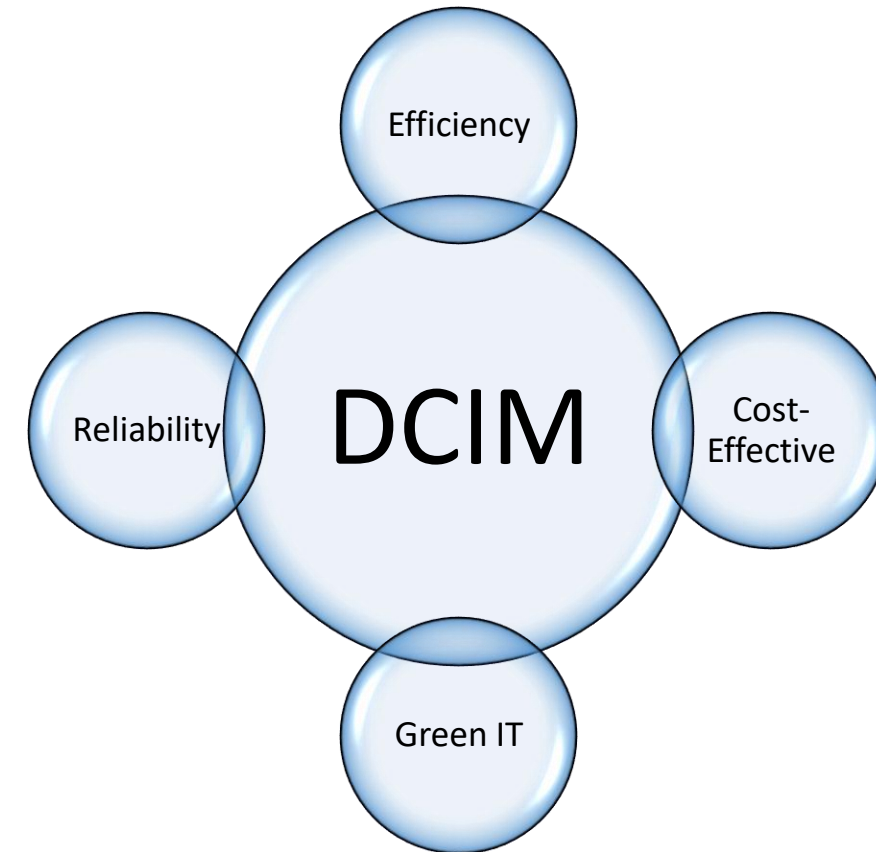
- An organization's most valuable asset
- Millions of dollars in physical assets – billions of dollars in intellectual property
- Physical assets are constantly evolving (MAC's)
- Impacts the entire organization from IT, to facilities, to finance, to management
- An organization's highest risk if not properly managed

DCIM Software (Data Center Infrastructure Management)

- **Why** it was created - Introduced to the market around the year 2000 due to data center's rapid expanse in size, quantity and complexity, creating a problem - *inadequate optimization*
- **What** it does – Provides real-time reporting, monitoring, and alerting to equip data center stakeholders with the information needed to *make intelligent current and future decisions*
- **How** it works – Integrates with IT and Infrastructure devices through numerous protocols such as SNMP, JSON and more
- **Overall benefit** – Helps data centers optimize their efficiency, reliability and cost-effectiveness
- **Operational benefit** – Enables IT and Facilities departments to be managed under a single pane of glass

Data Center Optimization

- DCIM software creates **efficiency** - helps data center stakeholders select the right devices and create the right processes to fuel efficient operations (tech refreshes / MAC's)
- DCIM software maximizes a data center's **reliability** - integrates within physical devices to minimize the risk of stand-alone or aggregate failures (device failover)
- DCIM software helps create **cost-effective** operations - helps users manage a myriad of variables in order to make well-informed financial decisions (predictive analysis)
- DCIM software helps create **environmentally sustainable** data centers – provides detailed reporting to help stakeholders make decisions that will reduce power consumption, water use for cooling, and overall carbon footprint



DCIM Benefits Summary

- Effectively measure power utilization for current capacity and forecasted requirements
- Determine overall power efficiency through numerous metrics and ratings (PUE and more)
- Understand the which equipment is being under-utilized
- Project how tech refreshes or MACs will improve data center efficiency and capacity
- Better manage risks associated with device failover
- More effectively manage utility costs associated with energy consumption
- Clearer projection of ROIs for improving data center efficiency
- Be in a better position to achieve environmental sustainability goals

NORLINX Overview

- Founded in 2000. 16+ years of DCIM experience
- Software engineered and developed in-house
- Integration, Implementation, Training & Support services all in-house
- Industries served include Government, Financial, Healthcare, Telecom & Higher Education
- Solution Portfolio: DCIM software, Dashboard & Mobile, Online Training & Certification
- Veteran owned business



Mission

“To provide our customers easy to deploy and simple to use DCIM solutions that optimize their data centers.”

GSM (Global Site Management™)

GSM, NORLINX's proprietary DCIM software, helps customers make intelligent decisions related to three overall areas of need – **Data Center Management, Capacity Planning and Risk Mitigation**



Data Center Management

- Helps users make intelligent decisions related to device assets, power consumption & ratings, data center environmental, and data center personnel

Capacity Planning

- Helps users understand current capacity, where devices should be placed, and plan for future needs
- Real-time visual updates of floor plans and devices across multiple users

Risk Mitigation

- Fast and detailed reporting
- Real-time multi-channel alerts
- Properly plan for device failover
- Manage environmental risks pertaining to heating and cooling

GSM – Data Center Coverage

Rack / Cabinet

- Manages every asset within your data center rack via drag and drop user interface
- Hardware auto-discovery
- Manage rack space to the 1/3 of a U
- Real-time visual updates with multiple users (does not require page refresh)
- Locate underutilized devices leading to stranded capacity
- Document and Warranty Management of every device

White Space

- Manage every asset across your data center floor
- Live alerts on visual floor plans
- Live monitoring of power gear
- Capacity planning and work order management
- Environmental monitoring – heating, cooling, humidity
- Simultaneously manage floor plans for multiple data centers
- Data compression and back-up

Power

- Monitor power consumption and environmental throughout your data center
- Optimize, track, and manage your data center's power consumption
- Set thresholds at breaker level for risk alerts
- Capable to remote control on/off of multiple outlets at the same time
- Ensure proper power failover
- PUE calculation and visualization

NORLINX Differentiators

High Speed Integrations

- **Hardware Agnostic**
 - GSM is compatible with major manufacturer's equipment, which helps avoid costly and extended integrations
- **Protocol Agnostic**
 - GSM™ is compatible with numerous device protocols including SNMP, BACnet, JSON, ModBus and more, saving users time and cost associated with software implementation
- **DCIM Software Focus**
 - We are a software company that is not bias towards any hardware brands

Low Cost of Ownership

- **Integration Speed & Cost-Savings**
- **Higher User ROI**
 - GSMintegrate services
 - NORLINX DCIM University
- **Customizable and Competitively Priced Suites**
 - GSMpowerlite
 - GSMessential
 - GSMprofessional
 - GSMenterprise

Reliable Data Collection

- **Data-Driven Back End**
 - 5th generation
 - Over 1 million lines of code
- **Familiar GUI**
 - Microsoft Visio for floor plan and asset management
- **GSMformula**
 - Create KPIs out of any GSM data
- **GSMdashboard**
 - Display information on dynamic dashboards anywhere there's an internet connection
- **GSMmobile**
 - The functions of GSM at the desktop level, in a mobile device



- GSMpowerlite
- GSMessential
- GSMprofessional
- GSMenterprise



GSMmobile



GSMdashboard



Android 7.0 Nougat



Application Support (Incident Management)

DC Deployment (Physical Host)

Virtual/ Physical Hosts

GSM Integration APIs



DEPLOYMENT
Platform Dependent
Customizable



Power and Environmental Management



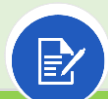
Real Time Event and Alert Management



Capacity management



Work order control



Asset management



Floor and cabinet visualization



Power Dashboards



Electrical and Network Cable Mapping

GSM DCIM Business Schema

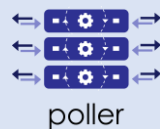
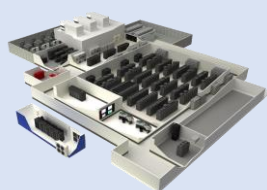


BUSINESS SCHEMA
Modular
Customizable
Integrated
Load Balancing

GSM DCIM Data Schema



DATA LAYER
Normalized
Portable



poller

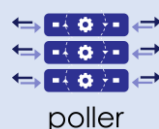


Microsoft SQL Server

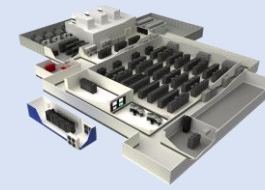
GSMpoller



Microsoft SQL Server



poller



GSM POLLERS
Multi-Processor
Heartbeat Support
Multi-NIC
Load Balancing
Automated Reset
Redundancy

POWER INTEGRATION THROUGH NORLINX PROPRIETARY SOLUTION (GSM POLLER) : PDU | TAP BOXES | POWER BUS | ENVIRONMENTAL SENSORS

Security and Compliance

Exception Handle