

CASESTUDY



Isabel SA is the main provider in Belgium of Internet Banking for professional users. Large companies, SMEs and government agencies can choose the best products and services from over 20 banks at the best conditions. The extended multi-user functionalities and seamless integration with accounting software helps Isabel's customers to increase their efficiency and to reduce administrative costs. Each year over 300 million transactions for a value of € 1.750 billion are processed over Isabel.

Isabel is also the driving force behind Zoomit, the free service in Internet Banking where one can manage and pay invoices in a few clicks quickly and easily. This way consumers keep control over the financials and do that little extra for the environment. Each month 30.000 new consumers choose to start managing pay slips and invoices with Zoomit. Over 8,5 million documents are already managed in Zoomit.

"Data Center Power Management matters. A lot."

As a leading solutions and services provider in the financial industry, Isabel is running data center operations that are essential to Isabel's success and that of its partners and Customers.

Isabel's strategy is to continuously improve its service levels and quality to various stakeholders whilst at the same time being as cost effective as possible.

In 2012, aware that power distribution and power management are a critical element in running a data center, Isabel selected Racktivity as preferred partner.

.Isabel figures

- › Established 1995
- › Shareholders:
Belfius (former Dexia), BNP Paribas Fortis, ING and KBC
- › Business customers : 110,000
- › Staff : 170 people
- › Turnover 2011 : € 52,40 million
- › Member Banks:



.uptime

"In today's financial industry maximum uptime and business continuity of IT and more specifically data center operations have become increasingly important", says Luc Neysens, CEO at Isabel. "When for example some racks in our data center would go down for one minute, this can mean two thousand transactions not being processed. This not only would harm our Customers businesses but also have a severe impact on Isabel's credibility. This applies to all players in the financial industry; confidence and reliability have always been the very cornerstones of our business."

"Power is the fuel a data center relies on. No power or poor power knowledge can have a negative impact or even be responsible for interruption of services", continues Mr. Neysens. "In order to run our operations in the best possible and secure way we searched for the most reliable and knowledgeable partner in power management. Relatively soon we concluded our search by selecting Racktivity."

"Racktivity proved to be a thought leader in data center power management with a deep understanding in and a real passion for this matter. Most so called intelligent PDUs are considered intelligent because they measure certain power metrics and for some of them outlets can be toggled. However there are fundamental differences in the granularity, the precision and the possibilities that different PDU vendors offer.

Several features of Racktivity intelligent EnergySwitch PDUs translate in relevant operational benefits and couldn't be found elsewhere. Harmonics, oscilloscope view, the electronic fast fuse protection, immediate start up - just to name some examples - convinced us of the fact that Racktivity has a distinctive vision on what value add in power management means and also that it has the ability to execute this vision in best-of-breed products."

"In addition Racktivity's roots are software automation, so they developed a comprehensive software suite called DCPM, with full power and environmental control over its own intelligent PDUs but also other third party devices. This tool is open, provides holistic power view on our data center operations and has the flexibility we were looking for so we can adjust it specifically to our own requirements."

.continuous improvement

Control of power will not only increase disaster prevention and improve disaster recovery. Detailed power metrics from where power enters the data center down to the very single server level can also unleash a series of opportunities to improve the data center operations as such.

It can provide data to calculate carbon footprint or PUE (power usage effectiveness) or offer predictive analysis and warn operators when power supplies can deteriorate or even fail.

As a matter of fact power details can even have prescriptive value in that by correlating power usage and cpu/memory loads, DCPM can help identify idle and underutilized servers.

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- Luc Neysens, CEO at Isabel

.conclusion

We are proud and honored that Isabel selected us for its data center power management project”, states Hans Witdouch, CEO Racktivity.

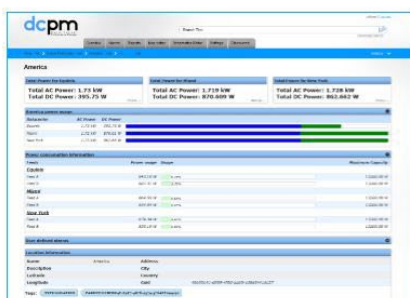
“Today we experience that the data center market is rapidly gaining maturity from a power perspective. Power limitations are becoming a challenge, the power part in the opex budget to run data centers is getting larger and also data center professionals understand how intimately connected IT and power are getting. They are also aware that unlike past best practices, data centers can run perfectly well and more effectively – do more with the same power - without the need for power overcapacity. Finally there’s a growing need of granular and precise power metrics for both internal and external billing purposes. Those are they key reasons why Racktivity is facing such high demand.”

“Ultimately we can demonstrate that our solutions push the boundaries of power management in data centers to a next level.

In combination with our customer centric approach and our ability to be flexible and adapt to specific customer requirements, we hold the key for the disruptive growth we are aiming for.”

- Hans Witdouch, CEO at Racktivity

Witdouch continues: “The project with Isabel is of strategic importance to Racktivity. Isabel is considered a financial pioneer in innovation and high quality. The partnership will resonate and generate interest and opportunities with banks, like the share holders of Isabel (four major Belgian banks) or the member banks (see page 1), who are all in search for tools and partners helping them to increase uptime and reduce risk.”



.about Racktivity

Racktivity, an innovator in next-generation power, energy and environmental management solutions offers the industry's only integrated hardware and software for critical infrastructures.

The DCPM suite, a Service Provider Infrastructure & Data Center Performance Management System, measures, monitors and manages power across distributed data centres and gives customers full visibility and control of their energy consumption while integrating seamlessly with other applications and PDU appliances.

Racktivity's EnergySwitch family of smart Power Distribution Units (PDUs), and sensors equips infrastructures with the most advanced metering, switching and predictive analysis capabilities available on the market today.

Next to Isabel, other Racktivity wins include:

- BICS - Belgacom International Carrier Services - Telecom business (www.bics.com)
- BELGACOM - Telecom business (www.belgacom.com)
- UvA – Universiteit van Amsterdam - Academic sector (www.uva.nl)
- EPFL – Ecole Polytechnique et Fédérale de Lausanne - Academic sector (www.epfl.ch)
- SCHUBERG PHILIS - Commercial data center services (www.schubergphilis.com)

.why Racktivity

Unique features in both software & hardware components:

- Electronic fast-fuse protection
- Inrush current protected relays
- Automated server start-up
- Both AC and DC power management & environmental metrics

Unique saving opportunities

Link power statistics with CPU statistics to identify and eliminate inefficiencies, demand response automation capabilities

Open APIs, MIBs to integrate in or with third party hardware and software

Scalable over remote and distributed facilities

A flexible, experienced and committed team at your service, to fulfill your specific business needs