# RACKTIVITY.com

**Racktivity is a next generation power management and environmental control company.**

## ▪Value proposition

When comparing to other players in the traditional and commoditized arena of power management the Racktivity core technology differentiators are its **proprietary metering technology** and its historical roots in **software automation and optimisation**.

These differentiators trough a rich set of truly unique features and distinctive operational benefits ultimately translate in **increased uptime and reliability** (reduced Cost of Failure (CoF), improved business continuity, disaster prevention and disaster recovery) and **reduced OPEX in** (remote and/or critical) **technical infrastructures** such as data centres and industrial plants, geographically wide spread PoPs (Point of Presence), head ends, base stations, etc.

Aside improved uptime and lowered OPEX other key challenges Racktivity contributes to address are: raising awareness on power limitations, reducing carbon footprint, align scarce resources with forecasts (capacity management, predictability) and report on green charters (corporate social responsibility).

## ▪History: IT and Power

Racktivity combines a **deep power knowledge** – example: its EnergySwitch PDUs are the only PDUs in the world presenting oscilloscope view and harmonics – with a **proven track record in the IT data centre industry**.

The Racktivity management team can reflect on developing and bringing game changing technologies to commercial successes including **Datacenter Technologies** (**DCT** acquired by Veritas, now Symantec), **Q-Layer** (acquired by SUN Microsystems, now Oracle), **Dedigate** (acquired by Terremark, now Verizon) and **Hostbasket** (acquired by Telenet).

This combination of power and IT know how is unique in the industry since most other companies usually and despite many convergence attempts have their roots and present expertise in either facilities and power (traditional power companies) or IT (DCIM vendors).

## ▪Verticals

- Data centres: (commercial) colocation, managed services, enterprise data centres
- Service Providers: telecom, mobile, broadband, broadcast, satellite
- System Integrators
- Value Add Resellers
- Rack manufacturers
- Finance industry
- Educational and academia
- Public sector
- Retail

Racktivity develops next generation power management
and environmental control software & hardware solutions.

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## .Customers

Belgacom – Belgacom International Carrier Services (BICS) – Cern – Combell – Delta Lloyd Bank – Dredging International - Ecole Polytechnique et Fédérale de Lausanne (EPFL) - Lilly – Interxion - Isabel - Schuberg Philis - Steria - Telecom Luxembourg - Virgin Media – Vodafone – (Vauban) Humanis

## .Solutions set

### EnergySwitch intelligent PDU Series

- Elected runner up **Data Centre Energy Efficiency Product of the Year** at DCS Awards, London, May 2013. Ultra low power consumption (4W <-> 30-40W)
- The world's most advanced intelligent PDUs – for switches, storage, (blade) servers and other IT (rack mount) devices
- The only PDU worldwide offering oscilloscope view and harmonics
- Outlet metered, switched
- Roadmap CY13: Flex PDU – mid range iPDUs, non-switched or inlet metered only

### AC$^2$Sensor

- To monitor and manage all AC power consumers outside the IT rack: gen sets, CRAC units, HVAC, feed level or branch circuit monitoring
- 8 non-invasive (split core) current transducers (greenfield and brownfield projects)

### DC$^2$Sensor

- To monitor and manage all DC power consumers, often but not only to be found in the telecom industry
- 12 non-invasive (split core) DC transducers (greenfield and brownfield projects)

### E$^2$Sensor

- To monitor virtually all conceivable environmental parameters of importance in technical infrastructures
- Temperature, relative humidity, motion, dew point, smoke, water leak, dry door, physical security, video, etc.

### DCPM

- Elected **Data Centre Management Product of the Year** at DCS Awards, London, May 2013 (other participants: Schneider Electric, Nlyte Software, Emulex and others)
- For service providers PoPs and data centers
- Ultra scalable
- Open source framework
  - · Open source:
    - ¬ Open to integrate 3$^{rd}$ party HW data
    - ¬ Open to connect/integrate with 3$^{rd}$ party (higher) SW
    - ¬ No customer lock in, collaborative approach
  - · Framework
    - ¬ Wiki based widget style: adjustable to specific requirements

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### WattsInsight
- Roadmap Q4CY13 (beta), commercial launch H1CY14
- Cloud based power management solution (public & private cloud)
- Free basic version
- Real time data

### CloudConnector
- Roadmap H1CY14, connect 3$^{rd}$ party HW to WattsInsight.

### Professional services
- Despite the standard covering of nearly all encountered requirements, Racktivity has the experience and operational agility to develop tailor made solutions (HW, SW, integration) for specific demands.
- Example: DC$^2$Sensor was originally designed for Belgacom.

# ▪ Racktivity – why partner?

Racktivity developed leading edge power management and environmental control solutions brought together by a unique blend of power and IT skill sets. A fast growing customer base acknowledges the disruptive and highly relevant character of these solutions. In addition Racktivity features its innovative DNA by constantly introducing new elements, be it in the HW or SW sphere, based on feedback it gathers from market demand.

**Luc Neysens, CEO Isabel (Finance industry)**

*"Several features of Racktivity intelligent EnergySwitch PDUs and DCPM software 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 and solutions."*

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