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Eaton Explores the Challenges of Combining Data Centre Resilience and Efficiency at DCD Riyadh

ESPOO, Finland ... Power management company Eaton has announced it will be taking part in the annual DatacenterDynamics (DCD) Converged conference and exhibition at The Four Seasons Hotel in Riyadh on 10th December 2013. Eaton will present a paper addressing the crucial issue of combining efficiency with resiliency in data centres and experts from the company will be on hand at its stand in the exhibition area to provide attendees with advice and guidance on selecting solutions for specific applications. Visitors will also be able to learn about the new modular 93PM Uninterruptible Power Supply (UPS) products, which combine exceptional energy efficiency with cost-effective scalability.

“The growing popularity of converged approaches and virtualisation technologies means that data centres are changing rapidly. With this comes changes to the demands on a data centre’s power infrastructure, a factor that is frequently overlooked”, says Jorge Aguinaga, Manager of the Three Phase UPS Product Management team for Eaton in EMEA.

To help visitors to DCD Riyadh address these challenges, and in line with its ongoing commitment to supporting new and existing customers in the Middle East, Jorge will deliver a paper at 11am in Hall 1 called “Data Center Efficiency versus Resilience”. The presentation will look at the three essential requirements of data center operators – resilience, reliability and energy efficiency – and explain how recent developments in power technology have made it possible to address all three of these requirements simultaneously, eliminating the compromises that were previously almost unavoidable.

Eaton's stand at DCD Riyadh will also help visitors address these issues by offering a range of affordable future-proof solutions, demonstrating that power systems ideally suited for use in today's data centres are currently available and offer enormous benefits in key operating areas including efficiency and reliability.

The prime focus of the Eaton exhibition stand at DCD Riyadh will be the company's new 93PM UPS systems, which have been developed specifically to reduce CapEx in data centres by supporting a "pay-as-you-grow" approach, where users buy and install additional modules as their power requirements increase. Eaton 93PM UPSs, which offer unmatched double-conversion efficiency of 97 percent, are available with ratings up to 200 kW. The inclusion of Eaton's patented Hot Sync[®] technology means, however, that they can be operated in parallel to provide power ratings up to 1,6 MW with no compromises to resilience or reliability.

Information will also be available from the Eaton booth about other products in the company's data centre power solutions range including its ePDU power distribution products, which offer flexible options for bringing power to the server outlets; BladeUPSs, which are scalable backup power solutions optimised for use with high-density blade servers; and distribution equipment, including low voltage switchboards, medium voltage switchgear and ring main units.

To learn more about Eaton's power quality solutions, visit www.eaton.eu/powerquality. For all of the latest news follow us on Twitter via [@Eaton_UPS](https://twitter.com/Eaton_UPS) or find our [Eaton EMEA LinkedIn company](#) page.

Eaton's electrical business is a global leader with expertise in power distribution and circuit protection; backup power protection; control and automation; lighting and security; structural solutions and wiring devices; solutions for harsh and hazardous environments; and engineering services. Eaton is positioned through its global solutions to answer today's most critical electrical power management challenges.

Eaton is a power management company providing energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power. A global technology leader, Eaton acquired Cooper Industries plc in November 2012. The 2012 revenue of the combined companies was \$21.8 billion on a pro forma basis. Eaton has

approximately 102,000 employees and sells products to customers in more than 175 countries. For more information, visit www.eaton.eu.

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