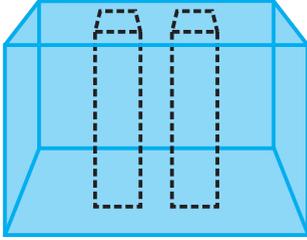


# Switch off!

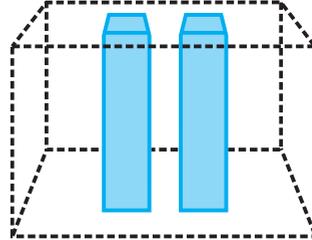
YOUR SERVER ROOM AIR-CONDITIONING

## Why cool all this...



Server Room Cooling Area:  
 $2.5m \times 4m \times 3m = 30m^3$

## when you can just cool this!



Rack Cabinet Cooling Area:  
 $2 \times (2.3m \times 0.6m \times 1m) = 2.76m^3$

## Out With The Old...

Many businesses are wasting money and energy because of the following reasons;

- ⏻ They have adopted or inherited an inefficient strategy of cooling an entire server room.
- ⏻ Air-conditioning is an expensive and inefficient cooling technology.
- ⏻ Server room requirements are over-specified because they were calculated some years ago when equipment was less efficient.
- ⏻ Companies are downsizing their server technology due to cloud systems, virtualisation and branch developments.

## In With The New!

Cooling the inside of each rack is smarter, cheaper and more efficient;

- ⏻ Equipment is cooled as needed by installing a specialist enclosure or adapting the existing standard rack.
- ⏻ Air-conditioning can be switched off, or set to thermostatic control for unusually warm days.
- ⏻ Can provide N+1 server room redundancy - new cooling technologies can be run off existing UPS devices.
- ⏻ Specialist racks can provide a better server environment than a server room alone.

See overleaf for more details on the benefits of switching off!

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## Advantages of using cooling racks instead of cooling entire rooms;



**Save Money** - cooling racks rather than whole rooms means you can turn off expensive air-conditioning!



**N+1** server room redundancy - new cooling technologies can be run off existing UPS devices



**Green** - use much less energy as cooling a smaller space to its needs using more efficient technology



**Cool** - innovative air-flow design or water cooling for more efficient yet effective thermal performance



**Lockable** - security features to keep equipment safe in each rack



**Easy to Deploy** - for most specialist rack solutions simply plug and go



**Expandable** - if you need more capacity, just add another!



**Portable** - easily moved to another room or building



**Dustproof** - some cooling racks have dust filtering options



**Soundproof** - our cooling solutions can incorporate acoustic technologies to reduce noise to an unnoticeable level in a working environment if required

## Being Paid to Switch Off!

Many customers start seeing the financial benefits immediately, because the money saved per month in electricity more than off-sets the monthly leasing costs\*. It's as if you are being paid to switch off your air-conditioning!

## Environmental Savings

It's not just about saving money, it's about reducing the impact on the environment. For every pound you save in electricity costs you are reducing your carbon footprint, and increasing your green marketability. Switching off air-conditioning will help with getting a better footprint certification with the **Carbon Trust** - a world-leading organisation helping organisations move faster towards a low carbon economy through carbon reduction, energy-saving strategies and commercialising low carbon technologies.

## Why Trust The Rack People?

As the UK independent experts in acoustic and specialist racks we already have the industry knowledge. Our friendly and helpful staff will provide you with best advice, best choice, best price and satisfaction guaranteed\*\* to get you the optimal savings possible.

\*Lease agreement is optional - usually over a 3-5 year period. \*\*If we have recommended a product for your specific situation, and you are not happy with the result, we give you the option to upgrade to the next more powerful solution. No-one else can or does offer this reassurance.

**Talk to one of our specialists to find out how much you could save and about the benefits of switching off your air-conditioning today.**

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