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Contact Marika Sinikari, +358 40 5097 187

Eaton Reveals How Data Centre Managers Can Achieve Optimal Power Efficiency at the Nordic Digital Business Summit 2016

ESPOO, Finland ... Eaton will advise data centre professionals on how to optimise their power infrastructure without sacrificing uptime at the Nordic Digital Business Summit (NDBS) 2016 in Helsinki, 22nd September. On its stand, DC9, the power management company will explore how IT managers can achieve a more flexible data centre design to improve efficiency and business continuity. Eaton will also deliver a presentation on the common pitfalls of specifying data centre infrastructure solutions and provide guidance on how best to avoid them.

The presentation, entitled 'PUE (Power Usage Effectiveness) – when a perfect metric becomes the enemy of good data centre design' takes place at 16:35 on the Future of Cloud & DC Technology stage. As well as exploring the value of PUE as a metric, Dennis O'Sullivan, Data Centre Solutions Operations Specialist, Eaton EMEA, will also discuss the implications of PUE on data centre design and its reliability as a tool for comparing data centre energy efficiency.

“While PUE can offer some interesting insights, aiming for the lowest possible PUE can actually have adverse results,” Dennis reveals. “Energy efficiency is often a key concern for data centre managers when designing a data centre and can be affected by many factors, all of which need to be considered both individually and, more importantly, as a whole. By doing so, it is possible to optimise the infrastructure and, not only lower the overall energy consumption, but also achieve a lower PUE”.

During the event, visitors to Eaton's stand will have a chance to discuss their individual power requirements with the company's experts and find out how intelligent power management solutions can help data centre managers achieve optimal efficiency at the lowest cost throughout the complete lifecycle of their installation.

For three years, the Nordic Digital Business Summit has provided a networking platform for data centre and IT professionals in the Nordics. Eaton has been actively involved in the event since it was first launched and this year will participate not only as an exhibitor and speaker, but also as a sponsor.

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 [@EatonIT](https://twitter.com/EatonIT) or find our [Eaton EMEA LinkedIn company](#) page.

About Eaton

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 with 2015 sales of \$20.9 billion. Eaton provides energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton has approximately 96,000 employees and sells products to customers in more than 175 countries. For more information, visit www.eaton.com.

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