

Date October 2016
For Release Immediately
Contact Marika Sinikari, +358 40 5097 187

Eaton Showcases Intelligent Infrastructure Solutions to Make Data Centres Safer, More Resilient and More Economical at DataCenterDynamics Europe 2016

ESPOO, Finland ... Eaton will be promoting the benefits of its intelligent infrastructure solutions at this year's [DataCenterDynamics ZettaStructure](#) exhibition and conference in London. These make data centres safer, more resilient to power and environmental events, and more economical to run. The components to be showcased on stand 43 together highlight the dual strengths of the company's data centre offering, presented as a multi-layer model with two hardware and two software layers.

The event takes place at the Old Billingsgate Market in London on the 1st and 2nd November. On the event's first day, [Janne Paananen](#), Technology Manager at Eaton, together with [Saara Rantanen](#), Originator at Fortum, will be delivering a presentation entitled: 'Can data centres play a role in the energy market?'

The presentation looks at how the rise of renewable power, while essential to fight climate change, also forces new developments in energy management systems, right down to individual business levels. Balancing the power system becomes more challenging, calling for both short-term and long-term solutions. The presentation addresses this by discussing how the capabilities of modern power infrastructures offer data centres opportunities to participate in the balancing power market.

On stand 43, Eaton experts will demonstrate the new IPM Infrastructure live. Visitors to the stand will also be able to see Eaton Connected introduced on a screen and view Eaton's range of uninterruptible power supplies (UPSs), UPS supercapacitors, switchgear and rack systems.

Recently launched [IPM Infrastructure](#) is a data centre monitoring software that provides IT managers with a holistic view of their IT installation's infrastructure. Power, environmental and physical capacity metrics become clearly visible, and easily understood within the context of their IT infrastructure. They can plan changes, anticipate challenges and make intelligent executive decisions to optimise efficiency and ensure business continuity. Embedded within an Eaton Intelligent Power Controller, the software is open source, allowing vendor-neutral data acquisition and integration with other suppliers' products.

New product launch, Eaton Connected is a ready-to-go, integrated back-up power and power distribution system that improves reliability and availability, cuts design and installation times, and minimises risk. It includes the incoming feeder, maintenance bypass and outgoing feeders together with the UPS. Eaton Connected eliminates problems related to sourcing, installing and connecting separate UPS and switchgear components by providing a pre-designed, pre-connected combined solution that unites two proven products, each designed and manufactured by Eaton.

The theme for this year's DataCenterDynamics Europe event is 'Building the ZettaStructure'; the collective name being given to the physical layers of hardware, facilities and networks that extend beyond the walls of the traditional data centre environment and that together form the foundation of the digital economy. The conference sets out to explore the 'borderlands' between physical infrastructure and the Software-Defined Data Centre. To learn more about the event, visit <http://www.dcdconverged.com/conferences/zettastructure>.

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

Editor's Notes

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 95,000

employees and sells products to customers in more than 175 countries. For more information, visit www.eaton.com.

###