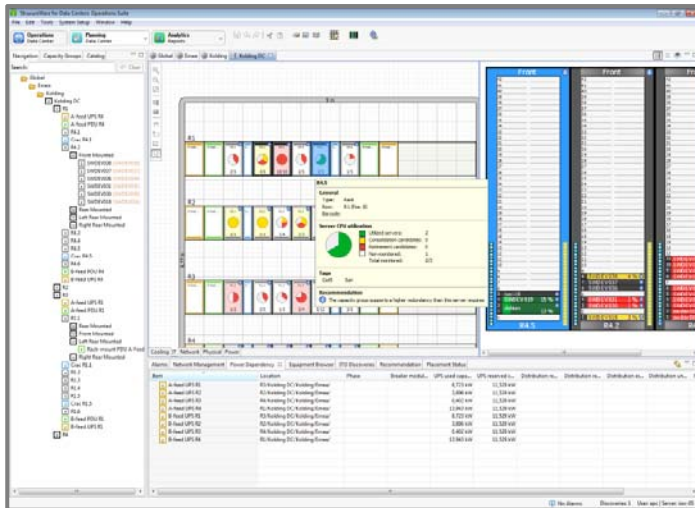




Data Center Operation: IT Optimize

Gain insight into IT power consumption and utilization to increase efficiency and decrease cost



Data Center Infrastructure Management Application for StruxureWare Data Center Operation

Data Center Operation: IT Optimize increases utilization of infrastructure and IT assets through accurate, detailed energy consumption profile of data centers, server by server and rack by rack.

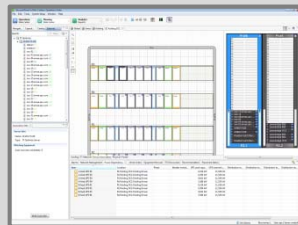
> Data Center Operation: IT Optimize monitors IT asset utilization and power consumption to help reduce costs associated with over-provisioning, underutilization, and imbalanced power and cooling throughout the data center.

> Business critical analytics tie IT costs to business groups for chargeback, provide critical information for build vs. buy decisions and track capacity at the rack, row and room level.

> At the core of Data Center Operation: IT Optimize is the Genome™ library, which continually discovers and monitors individual IT components and collects information to keep track of server specific information. The information forms the building blocks for understanding IT energy consumption and how it impacts the business.

Reduce IT system energy usage through in-depth optimization of server utilization for increased data center performance

Provides IT auto discovery and monitoring for up to the minute asset management



Extending the data center life cycle:

- > Accurate understanding of IT assets
- > Freeing up available capacity
- > Delaying CAPEX investments and reducing OPEX
- > Significant efficiency gains
- > Automated and detailed inventory

IT Optimize Features & Benefits

IT Capacity Optimization	Benefits
IT power and utilization monitoring	Determine the business usefulness for all IT assets helps eliminate underutilized servers and maximize IT capacity at the rack, row and room level.
Track underutilized servers	Reduce costs by eliminating unnecessary servers and maximize efficiency and rack capacity.
Server usage chargeback	Enables businesses to capture and assign IT costs to individual departments for accurate billing support down to the physical or virtual server level.
Server efficiency categorization	Provides the ability to categorize servers into non-utilized, underutilized and utilized for analyzing IT efficiency, remove non-utilized servers to recapture available capacity and virtualize underutilized servers to consolidate resources.
Maximize rack utilization	Gain visibility into rack utilization for optimizing power, cooling and space at the rack level.
Prevent physical server sprawl	Identify and remove non-utilized servers for optimal use of rack capacity.
Automated IT Asset Inventory	Benefits
IT asset auto-discovery	Saves time and increases accuracy of your managed asset inventory.
Auto-association	Increases accuracy and saves time by auto-associating discovered IT devices with the inventory, based on properties such as make, model and IP address.
IT asset monitoring	Continual discovery and monitoring of IT components through standard protocols for accurate and current inventory management.
Genome™ library	The continuously growing asset library enables the software to determine power consumption without the aid of hardware sensors.
Global asset search	Quickly locate assets through free text search and export equipment data to excel format.
Live dashboard	Gain transparency to data center key performance indicators through easily configured web dashboards, displaying customizable management-level information.
Reporting Capabilities	Benefits
Underutilized servers	Provides a customizable list of underutilized servers, for identifying non-utilized and underutilized servers within the data center.
Top power consumers	Identifies servers with the highest average power usage, providing data center operators with a list of likely candidates for upgrades, load sharing or retirement.
KPI data	Key performance indicators on power cost, server utilization and retirement candidates, available in report and dashboard format.

Prerequisite:

StruxureWare Data Center Operation

Product Module Options:

Data Center Operation: Capacity
 Data Center Operation: Change
 Data Center Operation: IT Optimize
 Data Center Operation: Energy Efficiency
 Data Center Operation: Energy Cost
 Data Center Operation: Insight

Enhancement Options:

Data Center Operation: VIZOR
 Data Center Operation: Mobile
 Data Center Operation: Dashboard

Data Center Monitoring Option:

StruxureWare Data Center Expert

For further information, please visit:

www.apc.com/software