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Siemens is set to transform the UK data centre market with smart DCIM solution

Leading solutions provider, Siemens Building Technologies is introducing the latest version of Datacenter Clarity LC®, an advanced software solution that enables data centre owners and managers to monitor and manage their data centre infrastructure with greater accuracy and efficiency. Visit Siemens Stand Number 220 at DatacenterDynamics Converged London 2014 (Nov. 19-20th) for a practical demonstration of Datacenter Clarity LC. There will be a major demonstration on November 19th, 2pm at Solution Stage 1.

Datacenter Clarity LC is an advanced software platform that combines information from vital sub-systems that traditionally operate in isolation to form a single, powerful solution. The software monitors energy and building management, physical security, fire safety, power and communications, zones and raised floors, racks, servers and data storage systems, as well as switches and routers. Importantly, it bridges the gap between IT and facilities processes, enabling both parties to manage assets and workflows.

The outcome is a complete, real-time dashboard that can represent assets in a state-of-the-art 3D model and deliver a fully automated, smart data centre environment, with resultant cost and energy savings and improvements in manpower resources.

The data centre market is increasingly demanding technology that will assess critical situations, distribute information, co-ordinate workflows, maximise uptime and manage resources. Siemens has responded by delivering a solution that guarantees a scalable, secure, seamless, resilient and intelligent environment.

The benefits that Datacenter Clarity LC brings include: significant reductions in energy consumption by precision monitoring of data from multiple systems, a wide range of management tools for improved capacity planning, forecasting and simulation, increased asset availability to enable business continuity and delivery of advanced intelligence and analytics.

The software delivers real-time energy management in server rooms due to its ability to harness Computational Fluid Dynamics (CFD) analysis technology, combined with real-time environmental monitoring to deliver a complete set of capabilities for cooling management. Datacenter Clarity LC continuously monitors the air temperature in server rooms and instantly identifies any potential problem areas, such as hot spots.

In addition to real-time environmental monitoring, Datacenter Clarity LC also provides predictive capabilities in a virtual 3D data centre model, before any equipment is actually purchased. Having both real-time environmental monitoring and CFD capabilities within a single DCIM platform is unique to Siemens and enables a faster return on investment.

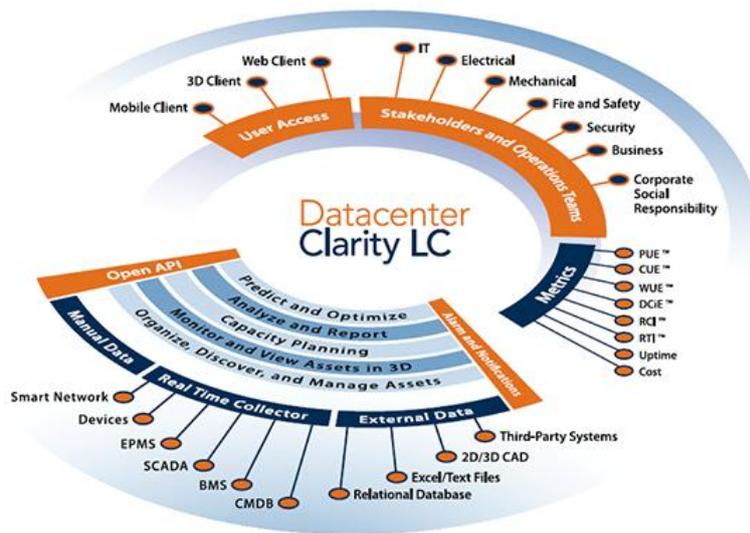
Multi-dimensional dashboards and Key Performance Indicators provide second-by-second information on data centre performance. Real-time monitoring, as well as alarm and critical event notification with escalation, enable immediate response and corrective action to ensure the protection of sensitive material and irreplaceable data.

Datacenter Clarity LC now includes a browser-based 3D application, providing an intuitive and portable solution that facilitates deployment, usage and accessibility with no local footprint. This new Web client interface is cross-browser and cross-device compatible to include tablets for maximum convenience and ease of use.

Philippe Heim, Portfolio Manager DCIM for Siemens' data centre team comments, "Datacenter Clarity LC will be at the heart of the next generation of data centres. Currently the major challenge for this critical environment is to reduce costs whilst improving operations; this new development from Siemens ensures full protection of assets, better consolidation across all essential services and improved energy consumption to achieve green credentials."

Datacenter Clarity LC is based on Siemens' tried and tested Product Lifecycle Management software, which has a proven 20-year pedigree. Operating in critical environments across the globe, over nine million PLM licenses have been issued, including NASA who used the software to digitally design, simulate, analyse and assemble the entire Mars Rover Curiosity prior to its successful landing on Mars.

Imagery



Siemens' experience in data centres includes the following:

Integrated data centre solutions for the new Swiss National Supercomputing Centre offering maximum system reliability, availability and business uptime. We have delivered sustainability

and cost savings via the efficient use of natural resources as well as the safe, efficient and smooth operation of this high-performance computing centre.

In Ferrera Erbognone, Italy, Siemens has worked with Eni to construct the most energy-efficient data centre in the world: with its TIER IV classification compliance, it delivers 99.995% availability. Siemens offered a fully integrated solution made up of electrical, mechanical and air conditioning systems, cooling units and building automation. Benefits of this solution include achieving peak values in heat dissipation of up to 50 kW, which requires powerful and efficient technology.

The Siemens Beijing data centre in China is Siemens' largest and most advanced data centre in Asia. An intelligent building management system delivers energy savings and integral fire safety and security to ensure business uptime. This data centre won a prestigious New Generation Data Centre Award for "Green Energy, Security, Stability and Availability".

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Editor's notes:

Case studies available on request for the Swiss National Computing Centre and Siemens Beijing data centre.

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Notes to editors

Siemens Building Technologies is a leading provider of innovative safety, security and energy management solutions with the flexibility to deliver both stand-alone and integrated solutions. We consult, design, install and maintain advanced technology solutions that create a safe and energy efficient environment across our customers' business and deliver first-rate protection for people, processes and assets. www.siemens.com/buildingtechnologies

The project portfolio includes exciting case studies across many sectors including: critical infrastructure, transport, utilities, financial, commercial and public sector.

About Siemens in the UK

Siemens was established in the United Kingdom more than 165 years ago and now employs 13,760 people nationwide. As the world's largest engineering company, Siemens provides innovative solutions to help resolve global challenges. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey.

About Siemens

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalisation.

Siemens' comprehensive solutions and services for data centres ensure business continuity through maximum uptime, reliability and efficiency – all in compliance with regulatory and legal requirements.

Siemens' integrated data centre portfolio includes building management, automation and control, fire safety, physical security and totally integrated power. Siemens also offers data centre life cycle services and a data centre infrastructure management (DCIM) suite.

<http://www.siemens.com/datacenter>