Siemens Sponsors Data Centre World Conference

Published on 26 Feb 2015

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As a leading solutions provider of data centers worldwide, Siemens is sponsoring the Data Centre World Conference taking place from 11-12 March 2015 at ExCeL London.

Siemens’ integrated data center portfolio includes; data center infrastructure management (DCIM), building management, automation and control, security, fire safety and power solutions.

Siemens will be sharing expertise at the conference on three central topics, hosted by speakers from the global data center team:

- The Balancing Act between Reliable and Efficient Data Center Operations
- Totally Integrated Power for Data Centers
- Moving from DCIM to DC Lifecycle Infrastructure Management and Process Automation
Siemens Building Technologies recently introduced the latest version of Datacenter Clarity LC®, an advanced software solution that enables data center owners and managers to monitor and manage their data center infrastructure with greater accuracy and efficiency.

The software combines information from vital subsystems that traditionally operate in isolation to form a single, powerful solution, monitoring 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 center environment, with resultant cost and energy savings and improvements in manpower resources.

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

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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 center 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 center 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.

Philippe Heim, Portfolio Manager DCIM for Siemens’ data center team comments, “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.”

Datacenter Clarity LC is based on Siemens’ tried and tested Product Lifecycle Management (PLM) 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, analyze and assemble the entire Mars Rover Curiosity prior to its successful landing on Mars.

Siemens’ experience in data centers includes the following:

Integrated data center 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 center 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 center in China is Siemens’ largest and most advanced data center 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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