New Horizons for Data Center Efficiency





Agenda

- Market Drivers
- Liebert HPM Extended Concept
- Two ways of Operating, the Power Mode and Eco Mode
- Product Configuration
- Serviceability
- Product Performances
- Product Positioning
- Marketing tools and Availability
- Benchmarking



- The Data Center environment is growing fast and energy efficiency is a critical success Factor
- Liebert HPM Extended allows maximum cooling capacity at minimized operative costs
 - Reduce energy costs as the unit is more efficient than a traditional chilled water unit
 - Reduce investment cost, as the number of units required can be lower due to an higher cooling capacity of the Liebert HPM Extended than a CW unit
- Liebert HPM Extended has been designed to suit to different installation requirements and data center room constraints



Emea Market Size – CW Floor Mount

EMEA Market in FY08

Sales Floor Mount CW: 94Mil€

Installed Capacity: 1.050 MW

 In addition to CW Floor Mount, the chiller market in data centers is estimated in 120 Mil€

Market Drivers

- Flexibility to suit to different data center layout, and building constraints
- Increasing number of data center using chilled water units
- In large data center, efficiency and cost are the main drivers
- CW Free cooling and fresh air free cooling are normally specified

Emerson Network Power Sales in FY08

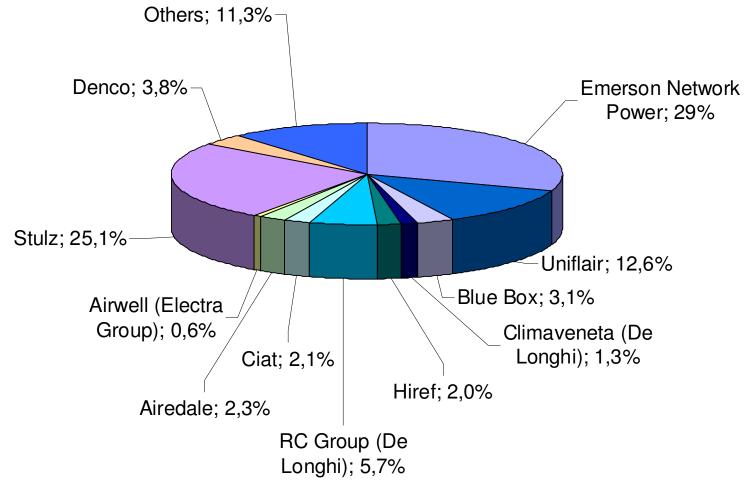
Sales: 25Mil€ Sales in FY08 (23Mil€ in FY09)

Installed Capacity: 267MW of installed capacity in FY08 (214MW in FY09)

— Qty of Units: 3.877 units



EMEA Floor Mount Market





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Liebert HPM Extended Concept

- Market is requiring more than 30% energy reduction versus current design with EC fans
- HPM Extended design allows:
 - Optimize air distribution
 - Use all unit height above the raised floor to increase cooling capacity
 - Optimize coil design and reduce unit air pressure drop
- Two versions available
 - **Extended DOWN** with fans in the raised floor
 - **Extended UP** with fans over the raised floor due to limited space available





Network Power

Liebert Extended

Extended DOWNFans in the raised floor

Extended UP Fans Over the raised floor







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- HPM Extended is providing two huge advantage versus standard chilled water units
 - EFFICIENCY & COOLING DENSITY





- Based on these customers values we can have two different positioning for the HPM Extended versions
 - HPM Extended DOWN
 - It is the best in term of efficiency. We position the unit in order to have the same cooling capacity of an equivalent CW standard unit. Product positioning allows to get a ROI in few months
 - HPM Extended UP
 - It is used when there are some constraints in the customer's data centers due to raised floor height or access
 - It can be used instead than a standard but bigger chilled water unit, giving advantages in term of TCO and use of data center space



Liebert HPM Extended – A Road Map to the Efficiency!



Liebert HPM Extended - Cooling Density



At maximum speed Liebert HPM Extended can give up to 30% more capacity compared to a standard unit in the same conditions

This means More Capacity in the Same Footprint

(Higher Redundancy)

This means possibility to save Space reducing unit Footprint

(Lower Investment Costs)





Liebert HPM Extended – Application Scenarios

1st Scenario

Liebert HPM Extended DOWN

Unit installed within the data center room, with fans module installed in the raised floor.

The top level solution in terms of Energy efficiency for chilled water application.

Available as standard



2nd Scenario

Liebert HPM Extended UP

Unit installed within the data center room, with fans module installed above the raised floor.

Whenever the raised floor height is not enough to have fans in the raised floor, the best solution to maximize the efficiency.

Available as standard



3rd Scenario

Liebert HPM Extended In Service Corridor

The unit is installed within the data center service area.

The fans delivery if from the fans module rear side.

The cold air is delivered through the raised floor into the d

The cold air is delivered through the raised floor into the data center room. The air return from the data center is taken to the top of Liebert HPM extended unit.

Available as SFA





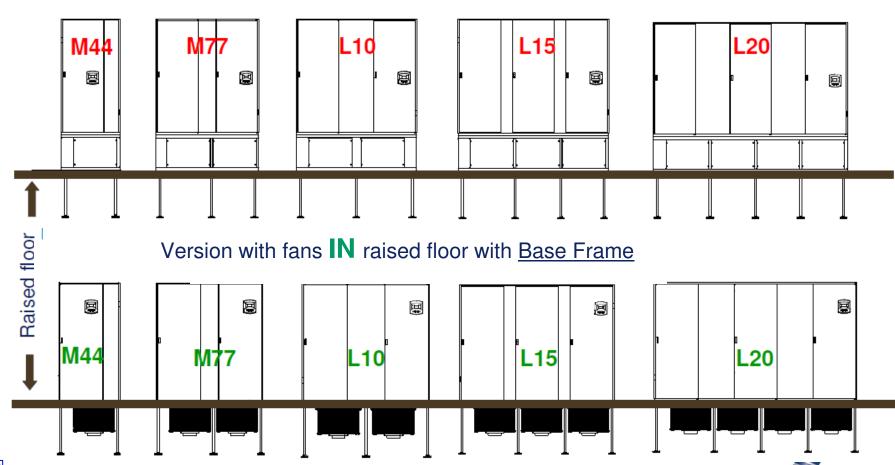
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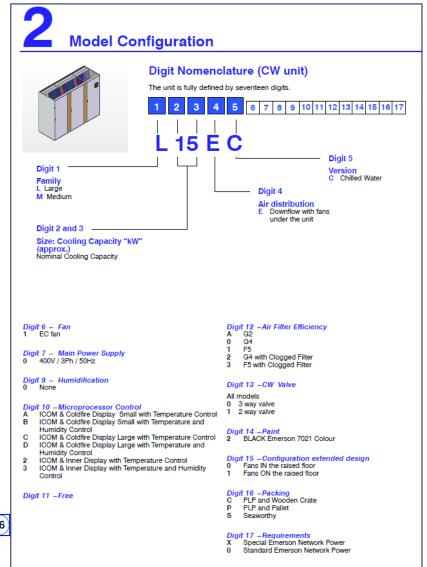
Liebert HPM Extended – Range

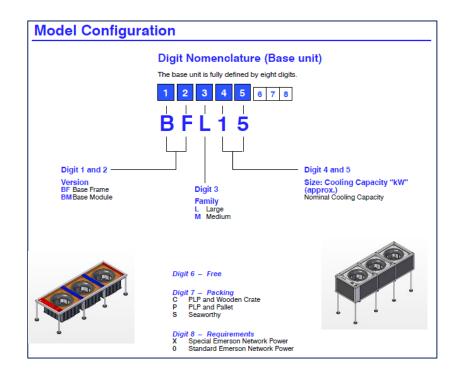
Version with fans **ON** raised floor with <u>Base Module</u>





Liebert HPM Extended – Configuration

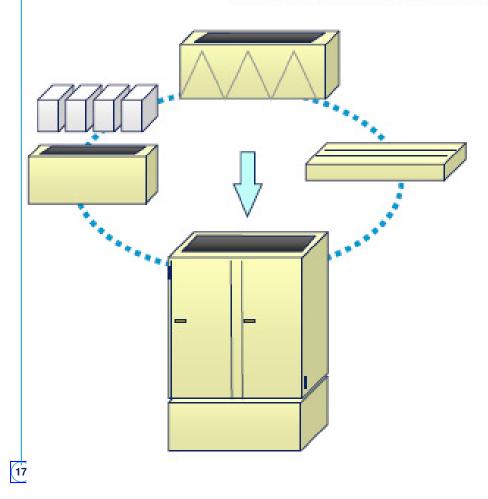




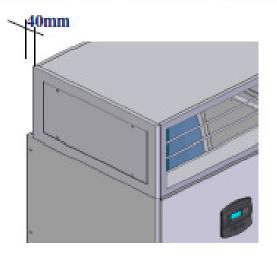


Liebert HPM Extended – Accessories

HPM standard accessories will be used.



Solution for "M77 and M44" models





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Service and maintenance issues... Consider IT Solved Liebert HPM Extended

FULL
FLEXIBILITY in the WATER
CONNECTIONS



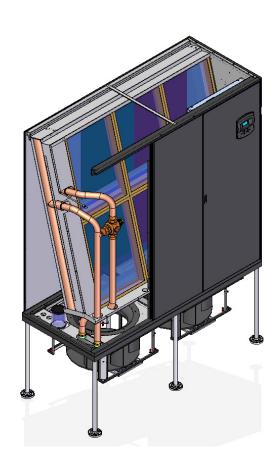
iCOM PA the most advanced control in the market

EASY and FAST to CONNECT

EASY TO INSTALL EASY for MAINTENANCE



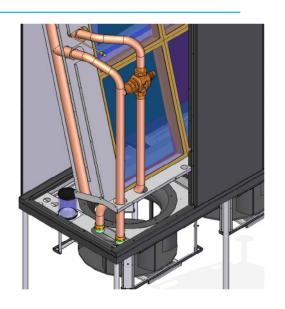
Service and maintenance issues... Consider IT Solved Liebert HPM Extended

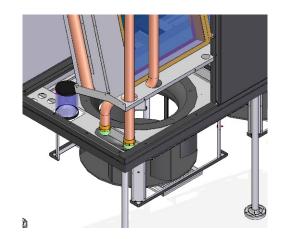


Full Component Accessibility

Full Flexibility for water connections

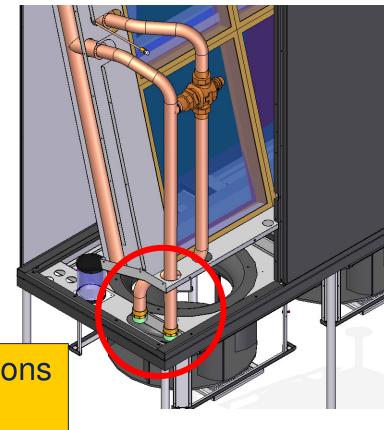
Design to minimize
Service and Installation
Costs





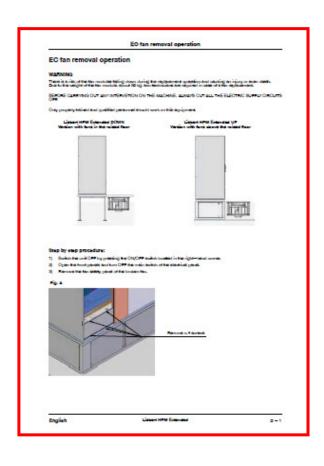


Service and maintenance issues... Consider IT Solved Water Connections



Water Piping connections
From the bottom
WITHOUT any obstruction
To fans replacement

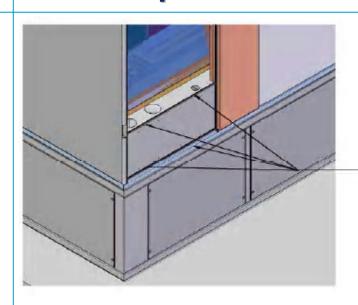




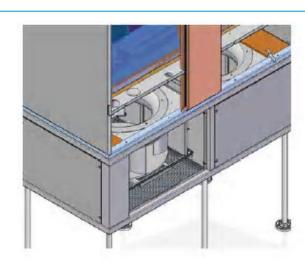
Specific Chapter on USER MANUAL dedicated to FANS REPLACEMENT

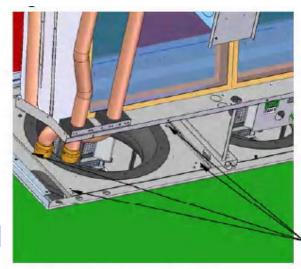




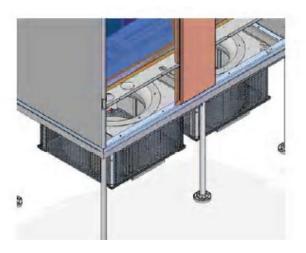


Remove n.4 screws

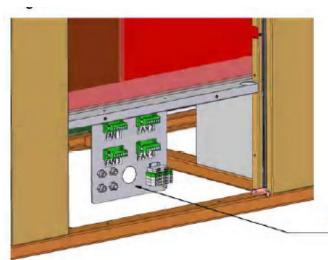




Remove n.4 screws

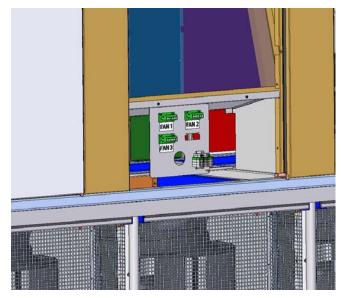


Network Power



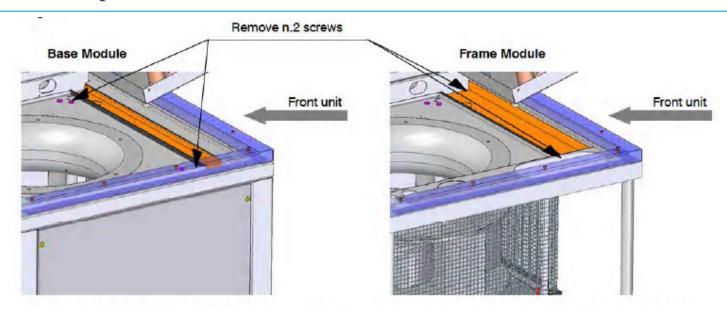
- Fans power cables with quick connections for easy installation and maintenance
- Unit predisposition with fix wiring positioning inside the unit to avoid mistakes or not correct installation

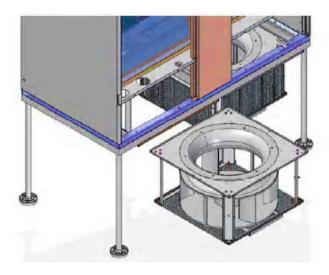
Disconnect the fast plug connector





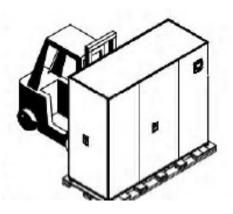


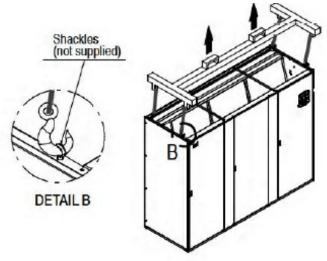


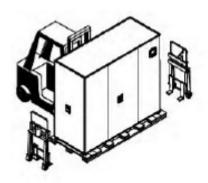


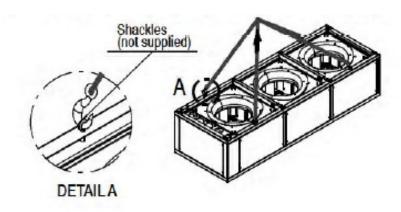


Service and maintenance issues... Consider IT Solved Unit handling and positioning on site











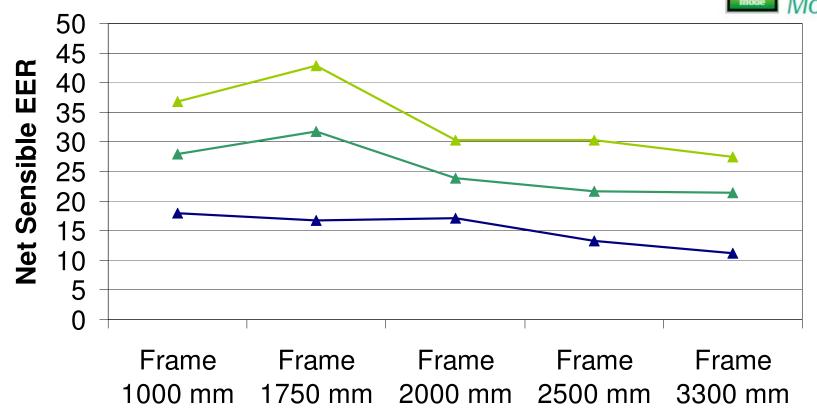
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Eco Mode – 24 °C 50% - Water 10 °C/15 °C



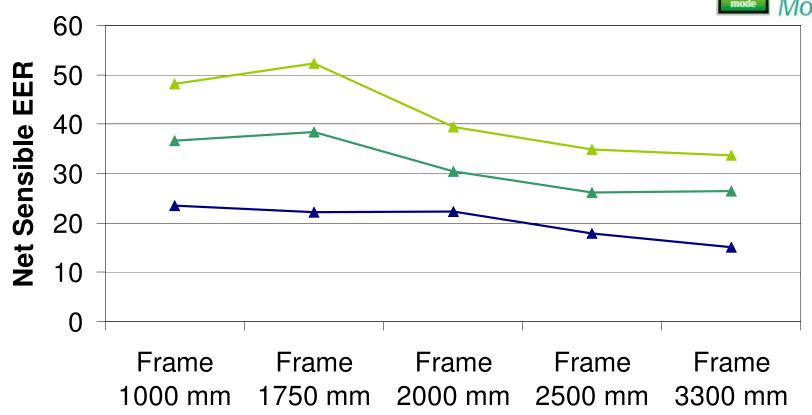


- **→** Standard CRAC unit with EC FAN
- **→** Liebert HPM Extended UP
- Liebert HPM Extended Down



Eco Mode - 32 °C 30% - Water 14 °C/20 °C



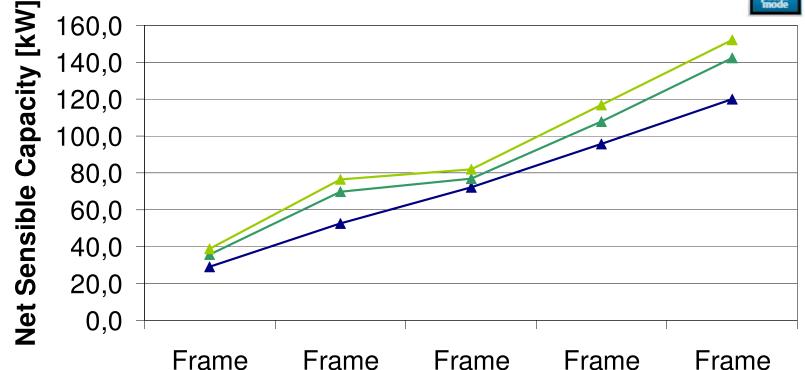


- **→** Standard CRAC unit with EC FAN
- → Liebert HPM Extended Down



Power Mode – 24 °C 50% - Water 10 °C/15 °C





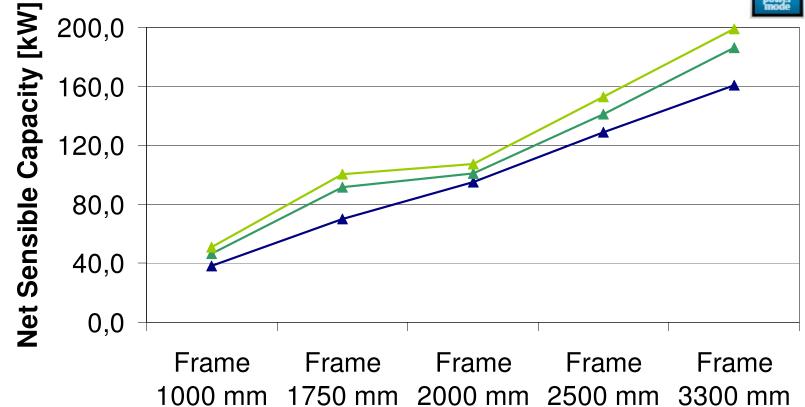
Frame Frame Frame Frame Frame 1000 mm 1750 mm 2000 mm 2500 mm 3300 mm

- **→** Standard CRAC unit with EC FAN
- → Liebert HPM Extended Down



Power Mode - 32 °C 30% - Water 14 °C/20 °C





- **★** Standard CRAC unit with EC FAN
- **→ Liebert HPM Extended UP**
- → Liebert HPM Extended Down



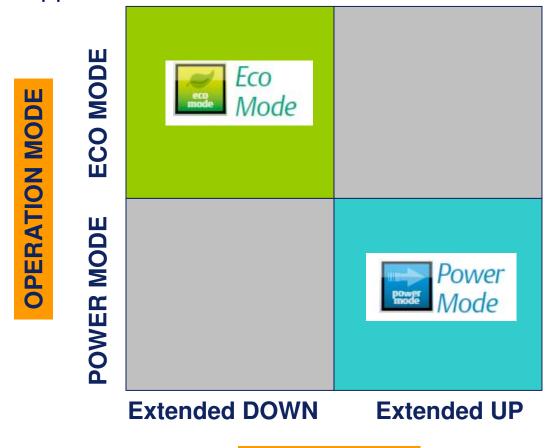
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Liebert HPM Positioning

- Extended Down: positioned as ECO Mode for best energy saving
- Extended UP: positioned as possible alternative of standard CW units, applicable also when there are data center constraints.







Liebert Extended DOWN - Positioning

Comparison at Same Cooling Capacity		
kW Net Sensible	Liebert HPM	Extended Down
33 kW	M44UC - 33,2 kW SCOP=22	M44 EC Down - 33,1 KW SCOP=45 ROI=0,77 years
60 kW	M77UC - 61,7 kW SCOP=20	M77 EC Down - 62,4 KW SCOP=50 ROI=0,51 years
80 kW	L10UC - 80,1 kW SCOP=21	L10EC Down - 81,1 KW SCOP=34 ROI=0,59 years
115 kW	L15UC - 113,9 kW SCOP=17	L15EC Down - 113,8 KW SCOP=31 ROI=0,30 years
160 kW	L20UC - 162,6 kW SCOP=15	L20EC Down - 163,1 KW SCOP=23 ROI=0,32 years





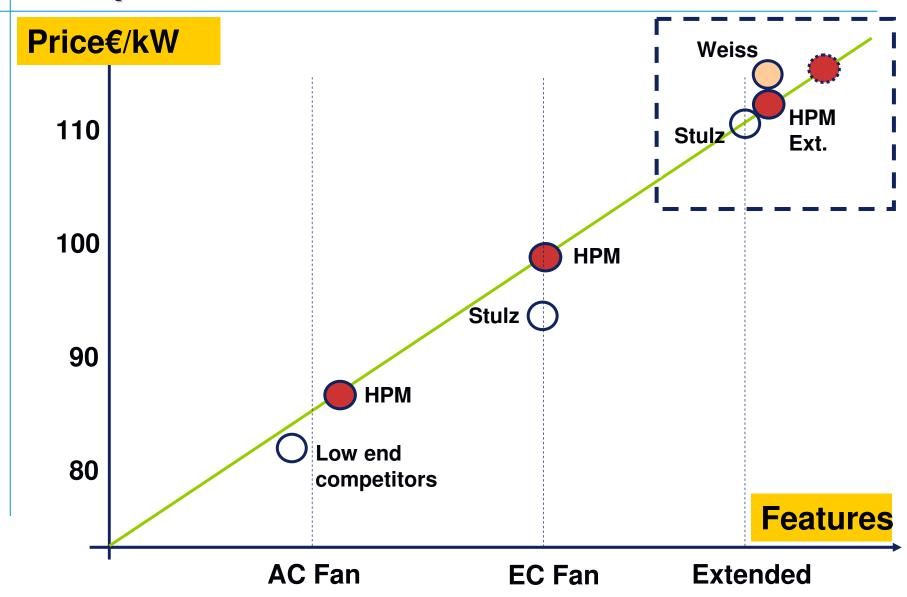
Liebert HPM Extended UP - Positioning

Comparison at Nominal Air flow @ 20Pa ESP Extended UP to match a smaller standard CW unit capacity

kW Net Sensible	Liebert HPM	Extended UP
45 kW	M55UC 47,5 kW SCOP=22 TCO in 2-Year= 197€/kW	M44EC UP 45,2 kW SCOP=15 TCO in 2-Year= 221€/kW
80kW	L10UC 80,1 kW SCOP=21 TCO in 2-Year= 175€/kW	M77EC UP 79,7 kW SCOP=19,6 TCO in 2-Year= 179€/kW
90 kW	L12UC 92,6 kW SCOP=19,4 TCO in 2-Year= 185€/kW	L10EC UP 92,3 kW SCOP=19 TCO in 2-Year= 184€/kW
130 kW	L16UC 126,5 kW SCOP=15,6 TCO in 2-Year= 200€/kW	L15EC UP 126,4 kW SCOP=17,4 TCO in 2-Year= 193€/kW



Competitors Product



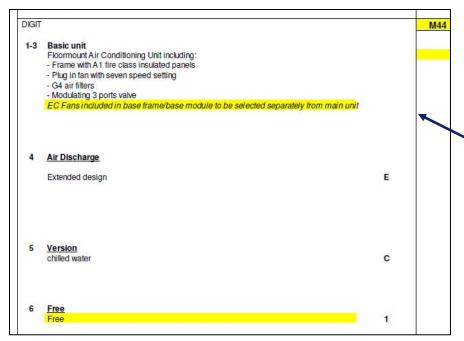
Liebert HPM Extended

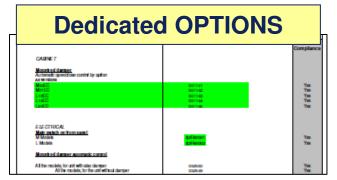
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Selling Tools - PRICE LIST





Distributed next week Valid from 19th July



Configure the UNIT and then the fan module:

2 sections, ONE unit

	BASE FRAME FOR EXTENDED DOWN VERSION		
			BFM44
1-5	BASE FRAME FOR EXTENDED DOWN VERSION (Fans IN the raised floor)		
	base frame for installation on floor heigh between 600mm and 1000mm		
	included EC fans		
6	Free	0	
7	Packing Tognana Manufacturing		
	PLP and wooden crate	С	
	seaworthy	S	
8	Free	0	
9	Special Requirements		
	none	0	
	SFA	X	
	BASE MODULE FOR EXTENDED UP		
			BMM44
4.5	BASE MODULE FOR EXTENDED UP (Fans OVER the raised floor)		DIMINIAA
1-5	base module for installation on floor heigh between 300mm and 1000mm		
	included EC fans		
	Included EO lans		
6	F	•	
6	Free	0	
١ ـ	Deskins Terrore Menufacturian		
7	Packing Tognana Manufacturing		
	PLP and pallet PLP and wooden crate	P	
		С	
	seaworthy	S	
		_	
8	Free	0	
9	Special Requirements		
	none	0	
	SFA	X	
1			1

Selling Tools



Look for it on e-commerce

Available from Next Week



Network Power



Selling Tools

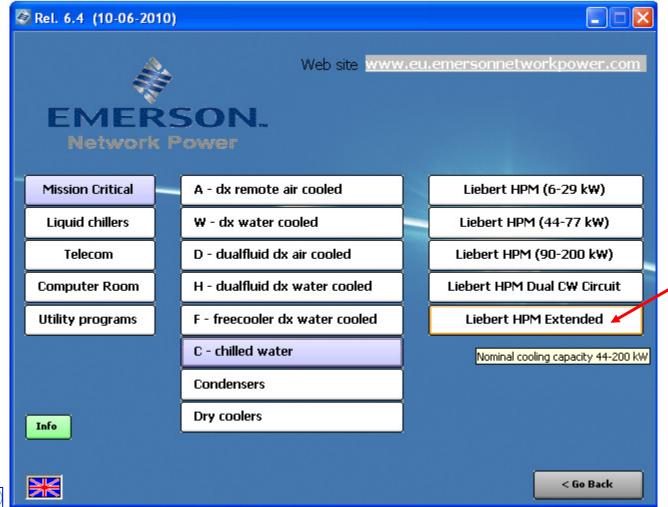




Available within Next Week



Selling Tools – New Hirating





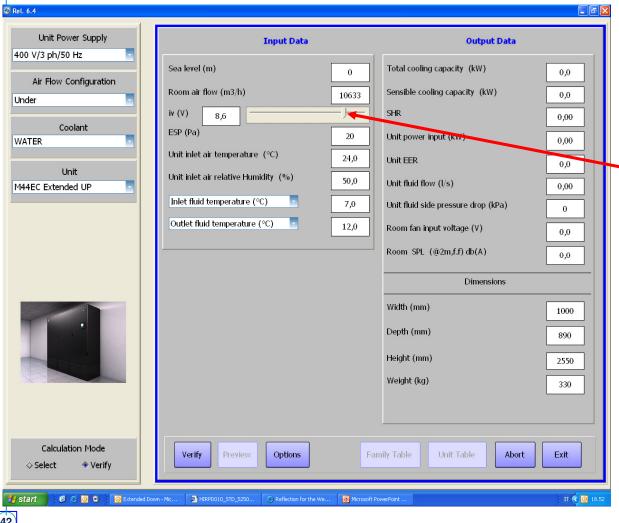
New Category:

Liebert HPM EXTENDED

Look for it on MyENP Available from Today



Selling Tools – New Hirating





New Feature:

Starting from
Extended new
possibility to change
fan voltage by 0,1V
so showing exactly
the working condition



Liebert HPM Extended

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Serviceability vs Efficiency

- Having the fans in the raise floor and the coil extended as much as possible 3 major service issues have to evaluated and solved
 - Electrical Heaters
 - Fans Access
 - Water Connections
- HPM Extended has been designed as the best service friendly unit
- Competitors focus more on Efficiency sacrificing service and installation costs







- Weiss
 - 4 Frames (1000 mm; 1750 mm; 2500 mm; 3100 mm)



Solution ONLY with fans IN the raised floor



Standard Solution	NO
CW	Standard
Dual CW	Standard
DX	Standard



Major Competitors – Weiss



Water Connections in the unit:

- Customer has to bring its piping
 - No 3 way solution
 - Not clear where the modulating valve is



Heaters are Hidden from the coil





Fans module with small grille and only on side

Difficult Fans Accessibility









Liebert HPM Extended Vs Weiss

Water 10-15 SHR=1
Gross Total
Gross sens
Airflow
Power Input
Area

SAME GROSS SENS CAPACITY				
10	1000mm frame DOWN			
ENP	Weiss	Delta		
39,1	39,1	0,0%		
9380	11000	-14,7%		
1,23	1,4	-12,1%		
0,89	0,935	-4,8%		

Water 10-15
SHR=1
Gross Total
Gross sens
Airflow
Power Input
Area

1750mm frame DOWN			
ENP	Weiss	Delta	
77,4	77,4	0,0%	
18600	22000	-15,5%	
2,48	3,1	-20,0%	
1,5575	1,53	1,8%	

Water 10-15
SHR=1
Gross Total
Gross sens
Airflow
Power Input
Area

2500mm frame DOWN			
ENP	Weiss	Delta	
118,2	117,2	0,9%	
117,2		0,0%	
27250	33000	-17,4%	
3,87	4,6	-15,9%	
2,2695	2,21	2,7%	

Water 10-15
SHR=1
Gross Total
Gross sens
Airflow
Power Input
Area

3000mm frame DOWN			
ENP	Weiss	Delta	
164,6	163,3	0,8%	
163,3		0,0%	
38020	38000	0,1%	
6,52	5,4	20,7%	
2,937	2,945	-0,3%	

26 °C RA - 45%RH - 10/15 °C water









- STULZ Extended
 - 3 Frames (2000 mm; 2550 mm; 3000 mm)



Solution with Fans IN and ON the raised floor





Standard Solution	Cyber Air 2
CW	Standard
Dual CW	SFA?
DX	NO



Major Competitors – Stulz



Water Connections:

LATERAL

(Standard solution doesn't have bottom connections)

Where the drain???

Reduced Fans Accessibility

Difficult to access for maintenance on Fans & Electrical Heaters



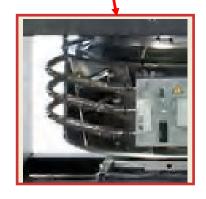
A complete benchmark on Stulz unit will be done during July 2010

Heaters around the fans:

Service Issue

Safety Issue

No possibility to use new EC Fans Radical







Show the Difference: Condensate Drain





As standard additional condensate drain in the middle of the coil









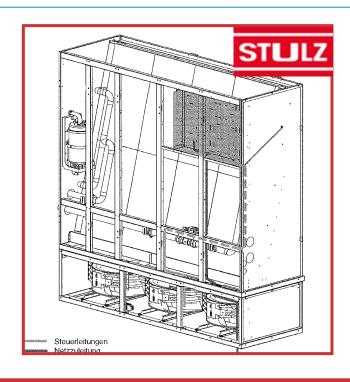


Show the Difference: Piping, Valve, Connections





Connections from the bottom, minimum piping, bigger piping, bigger valve: reduced pressure drops, reduced running costs



STULZ:

Lateral Connections,

Long and Small Piping and valve:

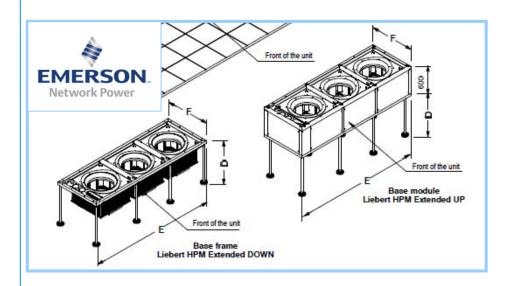
Higher pressure drops, Higher running costs

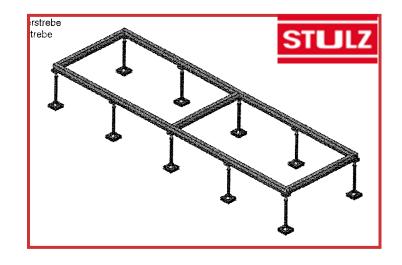
51

Show the Difference: Installations

Liebert HPM Extended

The unit has its own legs that allows direct installation





STULZ:

Needs additional base frame





Liebert HPM Extended Vs Stulz

HPM Extended standard design

	2550mm frame DOWN		
	ENP STULZ Delta		Delta
Gross Total	166,3	166,5	-0,1%
Gross Sens	133,2	133,2	0,0%
Airflow	30500	31000	-1,6%
Power Input	5,52	4,2	31,4%
Area	2,2695	2,2695	0,0%

	3000mm frame DOWN		
	ENP	STULZ	Delta
Gross Total	189,5	183,8	3,1%
Gross Sens	147,8	147,8	0,0%
Airflow	32700	35000	-6,6%
Power Input	4,48	5,6	-20,0%
Area	2,9815	2,581	15,5%

Whenever customer is looking for Efficiency WITHOUT compromises

HPM Extended SFA design

	2550mm frame DOWN		
	ENP	STULZ	Delta
Gross Total	175,4	166,5	5,3%
Gross Sens	133,2	133,2	0,0%
Airflow	28050	31000	-9,5%
Power Input	4,08	4,2	-2,9%
Area	2,2695	2,2695	0,0%

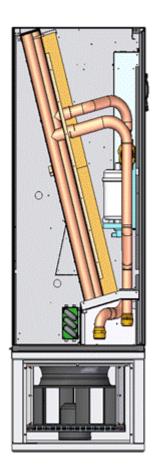
	3000mm frame DOWN		
	ENP	STULZ	Delta
Gross Total	192,7	183,8	4,8%
Gross Sens	147,8	147,8	0,0%
Airflow	31700	35000	-9,4%
Power Input	3,84	5,6	-31,4%
Area	2,9815	2,581	15,5%



Engineering Design "Zero" energy Consumption version - available as SFA

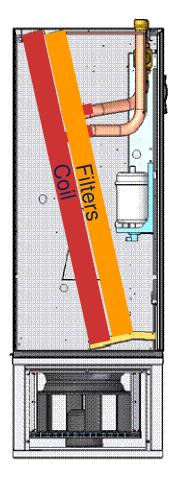
Extended Range

POWER and ECO modes



New Extended

"ZERO" Energy consumption







Take Away Messages

- Liebert HPM Extended allows maximum cooling capacity at minimized operative costs
- Liebert HPM Extended has been designed to suit to different installation requirements and data center room constraints (Extended UP and DOWN)
- Product positioning
 - select Liebert HPM Extended at same cooling capacity of a standard CW unit to save energy cost "Eco Mode"
 - Select Liebert HPM Extended to maximize cooling capacity and get more cooling density (HPM extended compared to a bigger frame standard CW unit) and save investment cost "Power Mode"
 - Explain to customer all installation and serviceability details which make a strong difference on Liebert HPM extended versus competition



Thanks

