

Getting Real About Energy Efficiency

iTRACS™
IMAGINE EMPOWER CONVERGE

Reduce your energy costs by up to

40%

in the data center and your other physical infrastructure.

The reality is this:

Today's data centers support a dense web of interrelationships between what have traditionally been three operational silos – IT, Facilities, and Building Management Systems. No single approach confined to any silo can effectively address the energy problem. What's needed is a holistic approach that integrates and presents a single point of management for all three. An approach that intuitively understands all of the complex interrelationships between assets and how those interdependencies affect *energy efficiency*, *energy usage*, and *energy costs*.

We call this intuitive knowledge of interconnectivity and its impact on energy, *The Interconnectedness of All Things™*. And it's at the heart of iTRACS PowerEye™, an integrated best-practices strategy that offers end-to-end visibility and management of the entire power chain, inclusive of all interdependencies, across both IT and core infrastructure (facilities) assets. Millions of dollars of cost savings are available to organizations that leverage a strategic approach like iTRACS.

▶ Welcome to iTRACS PowerEye™.
Now with Intel® Data Center Manager inside.

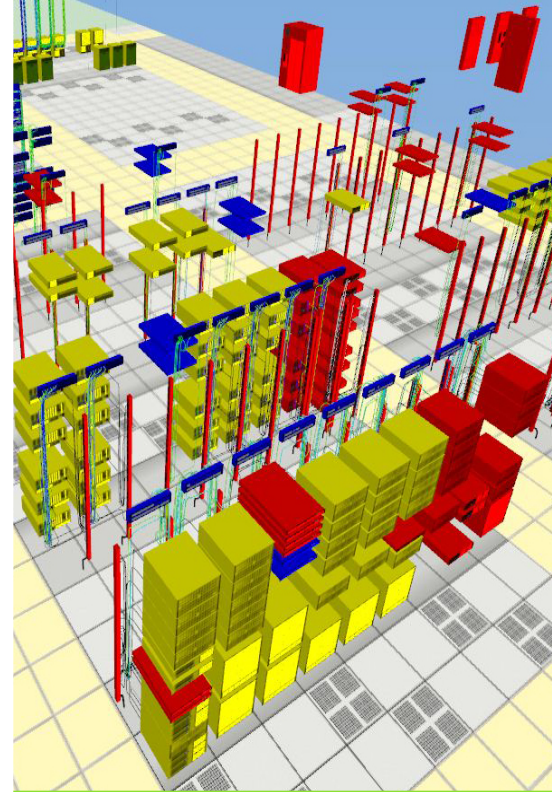


- ▶ **SEE YOUR ENERGY USAGE.** Point, click, and navigate through your physical ecosystem using interactive 3D visualization to see exactly how much power is being consumed by which asset, where, and why. It's all right in front of your eyes.
- ▶ **MANAGE YOUR OVERALL POWER CHAIN.** Every asset that draws electricity in the data center can be managed with iTRACS, giving you a holistic view of the entire power chain - from the utility on the street down to every CPU in every server in every rack.
- ▶ **INFORMATION IS POWER.** And you get plenty of it with iTRACS. Using this information, you can reduce energy consumption and costs in the fastest, most risk-free manner possible.

Manage energy smarter.

Click on any power circuit and iTRACS can instantly show you, in vivid 3D, all assets connected to that circuit and the amount of power being drawn through it, asset by asset. Extending iTRACS PowerEye™ with device-level readings from Intel enhances decision-making across a range of initiatives:

- Reduce energy consumption by consolidating hardware that is underutilized and unplugging hardware that is unneeded
- Enable dial-down or capping of power usage
- Improve capacity planning with actual historical data
- Accelerate the commissioning of new equipment to speed time-to-value – you can instantly see where redundant power is available, where "stranded power" can be reclaimed by restacking racks, etc.
- Increase rack densities using actual CPU power and temperature readings
- Eliminate the need for costly intelligent power strips (Intel monitors for you)
- Identify and eliminate under- or over-cooling issues
- Identify and resolve potential cascading power failures *before they occur*



- ▶ **VISUALIZE.** Use Interactive 3D Visualization – The Efficiency Engine™ to point, click, and navigate through your physical infrastructure as a living, breathing 3D ecosystem. Get real-time information with full, contextual awareness of the relationship between physical space and energy consumption.
- ▶ **ANALYZE.** Understand the power chain holistically, with analytical insight into all assets and their interdependencies along the power chain. Measure PUE and DCiE accurately at multiple points in the power chain.
- ▶ **MANAGE.** Leverage our robust DCIM toolset to proactively manage energy usage, not just monitor it. Because information is only as valuable as your ability to use it.
- ▶ **OPTIMIZE.** Use predictive modeling and what-if scenarios to validate the best strategies for improving energy efficiency – and then turn those strategies into cost-saving reality.

Ready to save millions in your energy bills? 
Visit www.itracs.com/itracspowereye.

iTRACS is the leading provider of open, enterprise-class Data Center Infrastructure Management (DCIM) solutions that drive efficiency, performance, cost savings, and strategic value in enterprise infrastructure. The iTRACS Converged Physical Infrastructure Management™ (CPIM™) portfolio is today's most powerful decision-support platform for physical infrastructure, featuring the world's first and only holistic view of the data center using an interactive, navigable 3D environment.



© 2012 iTRACS Corporation, Inc. All rights reserved. iTRACS Corporation, the iTRACS logo, Converged Physical Infrastructure Management, CPIM, *The Interconnectedness of All Things*, iTRACS PowerEye, Interactive 3D Visualization - The Efficiency Engine, Value Enabled, DCIM Business Output, Reality DCIM, Infrastructure Unleashed, Customer Value Lifecycle, iTRACS CustomerCare, *What DCIM is meant to be.*, and DCIModel are trademarks or registered trademarks of iTRACS Corporation, Inc. All other trademarks referenced are the property of their respective owners.

iTRACS™
IMAGINE EMPOWER CONVERGE

www.itracs.com

iTRACS Corporate Headquarters
1111 West 22nd Street
Suite 630
Oak Brook, IL 60523 USA
Tel: 630-366-2370
Fax: 630-586-0010
iTRACS CustomerCare™:
480-557-8000 Ext. 2

iTRACS Customer and Development Center
1501 W. Fountainhead Pkwy
Suite 190
Tempe, AZ 85282 USA
Tel: 480-557-8000
Fax: 480-557-8001
iTRACS CustomerCare™:
480-557-8000 Ext. 2

iTRACS also has offices in the UK and EMEA. Please contact us for more information.