

Eaton Focuses on Data Center Power Planning in a Tough Economy in the latest *Data Center Forum* Newsletter

July 20, 2009 ... Eaton Corporation announced the release of the latest issue of *Data Center Forum*, a complimentary newsletter with articles from Eaton industry thought leaders combined with unabridged research from Gartner analysts. The Forum Focus for this issue of *Data Center Forum* is centered on energy costs of data centers in a tough economy, while looking at trends in power planning.

“Data center managers are under tremendous pressure to improve efficiency while faced with conflicting challenges of higher demands and lower budgets. Older data center models are reaching capacity to power and cool their Information Technology (IT) systems and updating the data center can be an astronomical expense,” said Ed Komoski, president, Eaton Power Quality. “In this issue of *Data Center Forum*, we look at issues surrounding planning and offer efficiency techniques to prepare data centers as the IT industry undergoes dramatic change.”

In the first article “Consider Key Trends When Planning Data Center Strategies and Architectures,” Donna Scott and Paul McGuckin of Gartner Research look at the impacts and opportunities of trends in space, efficiency, cost of service, business continuity and virtualization on data center strategies and architectures.

Rakesh Kumar and Lars Mieritz of Gartner are also featured in *Data Center Forum*. In “Managing the Data Center Cost Portfolio During a Recession,” they discuss diverse strategies that can keep data center cost increases in check without compromising service delivery or performance.

In “A new approach to power planning in the transitional data center,” our Eaton expert discusses why it’s time to drastically rethink how data center power infrastructures are planned, and provides specific recommendations for the planning process and power considerations at each stage of a data center’s evolution.

To download a complimentary copy of Eaton’s *Data Center Forum*, please visit www.eaton.com/datacenterforum. To learn more about Eaton’s complete line of power

protection and power management products and service portfolio, visit Eaton's Web site at www.eaton.com/powerquality.

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