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## **Eaton Corporation Unveils New Quarterly Publication, *Data Center Forum***

**PITTSBURGH** ... Diversified industrial manufacturer Eaton Corporation today unveiled a new publication, *Data Center Forum*. The quarterly newsletter will feature unabridged research from Gartner, Inc., provide architecture solutions for today's data center, and offer IT professionals objective industry insight coupled with technology news and perspectives.

The first edition of *Data Center Forum* focuses on the growing concern of power delivery in IT infrastructures, as this problem is fast becoming the biggest bottleneck to data center flexibility and expansion.

"*Data Center Forum* will provide IT professionals with relevant information to tackle prevailing issues," said Ed Komoski, vice president and general manager of Eaton's Power Quality Systems Division. "Our primary goal is to share expert perspectives and leading industry research on the market as well as 'best practices' for those faced with managing the logistics of power and cooling for high-density data centers and wiring closets.

"We believe this publication -- which features research from a leading analyst firm -- is the first of its kind specifically focused on power quality and management issues," he said. "We look forward to receiving feedback on the campaign from the IT community."

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As part of Eaton's first issue, the feature article, "A Message from Data Center Managers to CIOs: Wake Up to Our Energy Crisis," features research from Gartner analyst Rakesh Kumar and addresses the problems of using high-density servers in data centers that have insufficient power and cooling. The story encourages executive awareness for the challenges associated with spiraling energy costs and potential federal environmental protection legislation to impact data center operating costs.

"Power delivery and management today receives only lukewarm attention from executives and IT managers," added Komoski. "But that is rapidly changing. Power now accounts for almost one third of data center operating costs and may soon represent 50 percent."

*Data Center Forum* also includes the following articles:

- "Why Cool Is Now 'Hot' for IT Planners." Gartner analyst Stephen Prentice zeroes in on the high cost of cooling.
- "Is Power Your Weakest Link in Data Center Flexibility?" Ed Komoski provides four key recommendations for establishing a backup power system that can adapt to ever-changing IT architectures.
- "Energy Efficiency in Data Centers." Sriram Ramakrishnan, business unit manager for Eaton data center solutions, shows how the right power solution can pay for itself in three to five years.

The next edition of *Data Center Forum* is scheduled for April 2. For additional information on the publication or to subscribe, visit [www.powerware.com/datacenterforum](http://www.powerware.com/datacenterforum).

Eaton's electrical business is a global leader in electrical control, power distribution, uninterruptible power supply and industrial automation products and services. Eaton's global electrical brands, including Cutler-Hammer® and Powerware®, provide customer-driven PowerChain Management™ solutions to serve the power system needs of the industrial, institutional, government, utility, commercial, residential, IT, mission critical and OEM markets worldwide.

Eaton Corporation is a diversified industrial manufacturer with 2006 sales of \$12.4 billion. Eaton

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