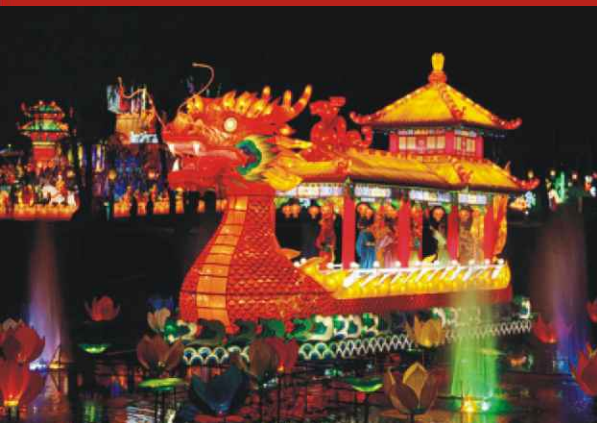


# PowerPulse

issue XXVII

news 2008

EATON POWER QUALITY PRIVATE LIMITED  
SOUTH ASIA NEWSLETTER

## Eaton's Powerware BladeUPS to power Beijing Olympic Games 2008

Powerware BladeUPSs will be deployed in each of the 18 mobile recording studios at the Beijing Olympic Games 2008, where they will be responsible for providing uninterruptible power for the entire broadcasting and recording operation.

The Eaton concept of having modular UPSs that are easy to ship and repair worked as an obvious advantage in the selection criteria for Beijing Olympic Games. The mobile recording studios will have systems that work in parallel and stand-alone, but if needed, all the systems can be transformed to work in parallel.

The 18 mobile recording studios in Beijing will capture all the main disciplines at various locations, including the opening and closing ceremonies.

Beijing Olympic Games will attract more than four billion viewers. It will also be the first event to be produced and broadcast entirely in high definition television and Eaton will right there powering it.

# Eaton Norway delivers data centres



**Customer**  
Basefarm

**Market Served**  
Telecom

**Eaton Norway's turnkey data centres include:**

Access control  
comprehensive fire-detection  
Protection against sabotage and break-in  
Raised floors with antistatic surface  
Modified rack-solutions  
Tailored infrastructure  
Cooling system

**Power quality for data centres:**

n+1 redundancy as principle  
UPS  
48V-DC  
Genset  
Access control  
Internal television  
Data centre monitoring

**To learn more contact**

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Eaton Norway offers a unique service for data centre customers, offering turnkey solutions from walls to power supply. The complete data has been a part of Eaton Norway's services for the past few years and it already represents a third of the company's business.

The value for the customer lies in user friendliness. No more contracts with several suppliers, when one can manage the entire project, says Eaton Norway's Country Manager, Jørn Aalefjaer. Eaton's focus is in high-end data centre customer like IBM Norway, Basefarm and the largest Bank in Norway, Den Norske Bank.

**Eaton built two data centres for Basefarm**

Basefarm is one of Northern Europe's leaders in delivering operational services to businesses and organizations

who relay on the internet. As it is also the second largest telecom provider in Norway, it requires substantial server space. In recent years, Eaton has built two data centres for Basefarm's use. The first one, a building that Basefarm rents from a major Nordic data communication services provider, TDC Song, is 350 m<sup>2</sup>. The newest, Basefarm's own site is 400 m<sup>2</sup>. Eaton carried out an evaluation of Basefarm's need for a data centre and pinpointed all customers' requirements.

**Top class security**

Basefarm's new data centre has fire cells, mechanical protection against burglary and sabotage, best-of-breed uninterruptible power supply, including two 500 kVA UPSs, two separate cooling systems, smoke and humidity detectors and access control. It also contains servers, communication tools and

backup machines together with all software, operating systems and data.

We thought that it was natural to choose Eaton Norway when upgrading Basefarm's data center as they have all the safety qualifications we expect, says Stig Teige, project manager for cable based solutions and investments at TDC Song. We expect that the request for accessibility and uptime will increase for years to come, and this puts pressure on us as suppliers and contractor. Competence, the ability to see the big picture, good quality products and service agreements will be important for Eaton Norway also in the future, Korsan says.



# CATERPILLAR®

## Eaton Powers Caterpillar India operations

Caterpillar India depends on Eaton for power protection at its new Engineering Design Centre in Chennai.

Eaton's PW 9390 160 kVA and 80 kVA are backing up the mission critical manufacturing operations ensuring smooth functioning at the facility.

Caterpillar is the world's largest manufacturer of construction and mining equipment, diesel and natural gas engines, and industrial gas turbines. Caterpillar products and components today are manufactured in 45 plants in the United States and 60 plants located in 20 countries outside of the United States.

## The Ethisphere Institute Names Eaton One Of 'World's Most Ethical Companies'



practices," said Alexander M. Cutler, Eaton chairman and chief executive officer. "Eaton is a values-based organization dedicated to doing business right. Ethical values are fundamental to Eaton and distinguish us as a company."

Eaton Corporation announced that it has again been named to the Ethisphere Institute's World's Most Ethical Companies list. Ethisphere revealed the list of companies at a joint conference with Forbes Magazine, "Driving Profit through Ethical Leadership." The list of World's Most Ethical Companies will also be featured in the second-quarter issue of Ethisphere Magazine.

"We are proud to be recognized by Ethisphere for the second year for our commitment to ethical awareness and

Researchers and analysts reviewed several thousand companies to select the more than 100 finalists. The research and selection process included reviewing codes of ethics; litigation and regulatory infraction histories; evaluating investment in innovation and sustainable business practices; looking at companies' activities to improve corporate citizenship; studying nominations from senior executives, industry peers, suppliers, and customers; and working with consumer action groups for feedback and rating.

## Inauguration



### Eaton Inaugurates Its Professional Services Center at Kharadi, Pune

Eaton Corporation inaugurated its Professional Services Center at Kharadi, Pune. Located at the EON Free Zone, the facility was officially opened by Alexander M. Cutler, Eaton chairman and chief executive officer. The center will include engineering support, research, product development, financial shared services and other Information Technology-enabled services.

1,300 employees by 2010. Since its inception in 2003, the engineering center at the Pune campus has grown in scope and size to more than 400 employees. The team performs a full range of high-end engineering and development work for all of Eaton's business segments. It has become an integral part of Eaton's global engineering workforce, emerging as a major product engineering, design and development center for Eaton's global customers.

Eaton will occupy Wing 1 of the Cluster C of EON. This new facility of Eaton will house an estimated

# Complete power quality solutions for data centres

Eaton introduces a scalable and flexible solution for data centre power supply that provides an enhanced product set specifically designed for data centre environments. This turnkey solution includes Powerware BladeUPS, Powerware Enclosures (Racks), Environmental Rack Monitors, and a comprehensive range of enclosure Power Distribution Units (ePDUs).

being a scalable UPS with power distribution at the same time, courtesy of the rack power module.



## Powerware ePDU-enclosure Power Distribution Unit

Data centres demand maximum reliability and uptime. Powerware ePDUs are designed specifically with these two feature requirements in mind. Eaton's choice of ePDU technology is the most comprehensive in the industry with Basic, Metered, Monitored and Managed technology. Eaton provides data centres with national socket types including Schuko, UK and French together with C13 and C19. It is also possible to have three different types of sockets on a single ePDU for a full range of power and functionality. Powerware ePDUs deliver the power from the UPS straight to the server, and allow data centre managers to monitor and control the power right down to the individual socket.

## ERM-Environment Rack Monitor

The power density in the data center is increasing and the equipment is getting smaller. At the same time more and more heat is being produced. Racks are becoming more tightly packed and there is less room for airflow. Temperature rise in a cabinet is fast and localized. ERM enables the data centre manager to monitor heat and humidity in the racks and act quickly when needed. ERM has options for detecting smoke, water vibration and door opening and closing. It provides results over the network via a web page interface. Data centre managers can monitor up to a hundred different ERMs from a single IP address.

## Powerware Enclosure (racks)

Data centres are the foundation of modern businesses. It is crucial to ensure stable conditions for server and software systems. As more processing power is packed into each enclosure, it is vital that the rack not only meets the structural stability demands to house the equipment, but that it also addresses the thermal, power and security requirements to give the best efficiency and life expectancy for the electronic equipment. The Powerware 42UX600X1000 mm enclosure offers strength, stability and a vendor neutral environment, creating the backbone IT environment.



## BladeUPS

Powerware BladeUPS provide 12KW of uninterruptible power in 6U of rack space. It is a modular system that enables delivery of up to

60KW N+1 redundant power in a single rack enclosure. The flexibility of the solution allows numerous modular configurations. It also allows the solution to grow if the data centre needs to be expanded.

Powerware BladeUPS deliver an industry-leading 97 percent efficiency, resulting in cooler operating conditions and less heat dissipation. Air conditioning requirements can be reduced by up to a third. It is also unique in

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