




Managed Services Provider Workshop

Lawrence P. Hann
American Power Conversion

GROWTH INSPIRED — A Bold Vision in Services

How Managed Services Keeps Your Foot In the Door



**LEVEL
PLATFORMS**

USE THIS SPACE TO ADVERTISE TO YOUR CLIENTS!!

MANAGED WORKPLACE 2009

admin 9/11/2009
[Edit Profile](#) [Log Out](#)

Central Dashboard

[Hide Sites](#) [Hide Groups](#) [Hide Alerts](#)

Groups	Devices	Websites	Tickets	(Uncategorized)	Application	Asset	Backup	Device Down	Hardware	Information	Intel@ vPro™	Network	OS
⊕ Backup		-			4		1					3	10
⊖ Battery Backup	1	-											
▶ APC UPS	1	-											
⊕ Databases		-											
⊖ Environmental	1	-											
▶ APC Environmental Manager	1	-											
▶ APC EnviroSensor	1	-											
▶ APC NetBotz 500	1	-											
⊕ Exchange		-											
⊕ Firewalls		-											
⊕ VOIP Systems		-											
⊕ Linux	1	-										1	
⊕ Printers	2	-						1					
⊕ Network	1	-										2	
⊕ Workstations	11	-			2								2
⊕ AntiVirus	20	-	2		2								6
⊕ Servers	39	-	2		2								8
Sites													
	Devices	Websites	Tickets		4		1					3	10
⊕ Acme Inc	3	4											1
⊕ SOHO1	4	1										1	
⊕ First Financial Inc	66	6	4		4		1					2	9

Status

- Central Dashboard
- Devices
- Alerts
- Alerts Viewer
- Network Services
- Websites

Site Inventory

Patch Management

Configuration

Trouble Tickets

Reporting

Help

Triple Whammy: Getting squeezed at generation, and at service entrance, and at bill...

Less power available running on weaker and weaker infrastructure...

AP

Grid Watchdog Warns More Power is Needed

Monday October 16, 10:27 am ET

Grid Watchdog Warns That Power Industry Isn't Adding Enough Generation Capacity to Meet Demand

WASHINGTON (AP) -- The power sector's reliability is on a downward slide a decade as electricity demand outpaces the addition of new power-generating capacity, a group that oversees North America's grid said in a report issued Monday.

But less reliable power actually costs MORE due to demand squeeze...

The North American Electric Reliability Council, appointed by the federal government to be the nation's power-grid watchdog, said that in the next two to three years the power-supply cushion

And service entrance constraints mean that lower quality, more expensive power may not even make it to loads...

With demand for electricity expected to rise by 19 percent by 2015, and generation capacity on pace to grow by just 6 percent, "the adequacy of North America's electricity system will decline unless changes are made soon," the council's president, Rick Sergel, said in a report released Monday.

need to upgrade transmission systems without Ingram Micro's express written permission.



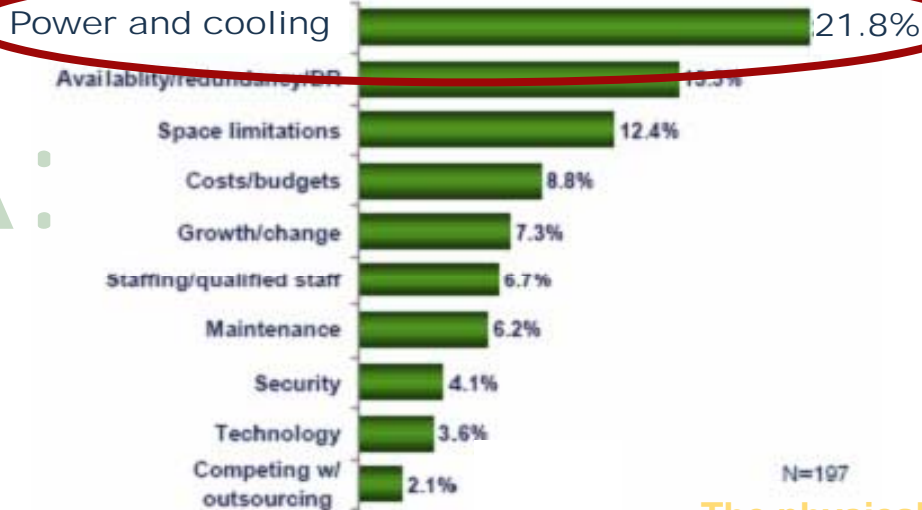
Schneider Electric

INGRAM MICRO Services Division

Number One Challenge = Top Priority

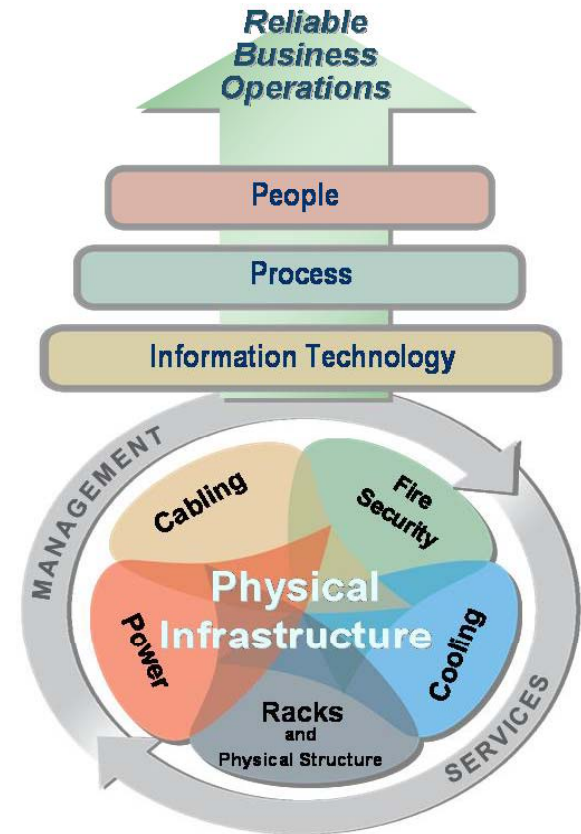
These power and cooling trends require physical layer management to ensure availability and efficiency

Q: What is the **number one challenge** your data center faces today?



A:

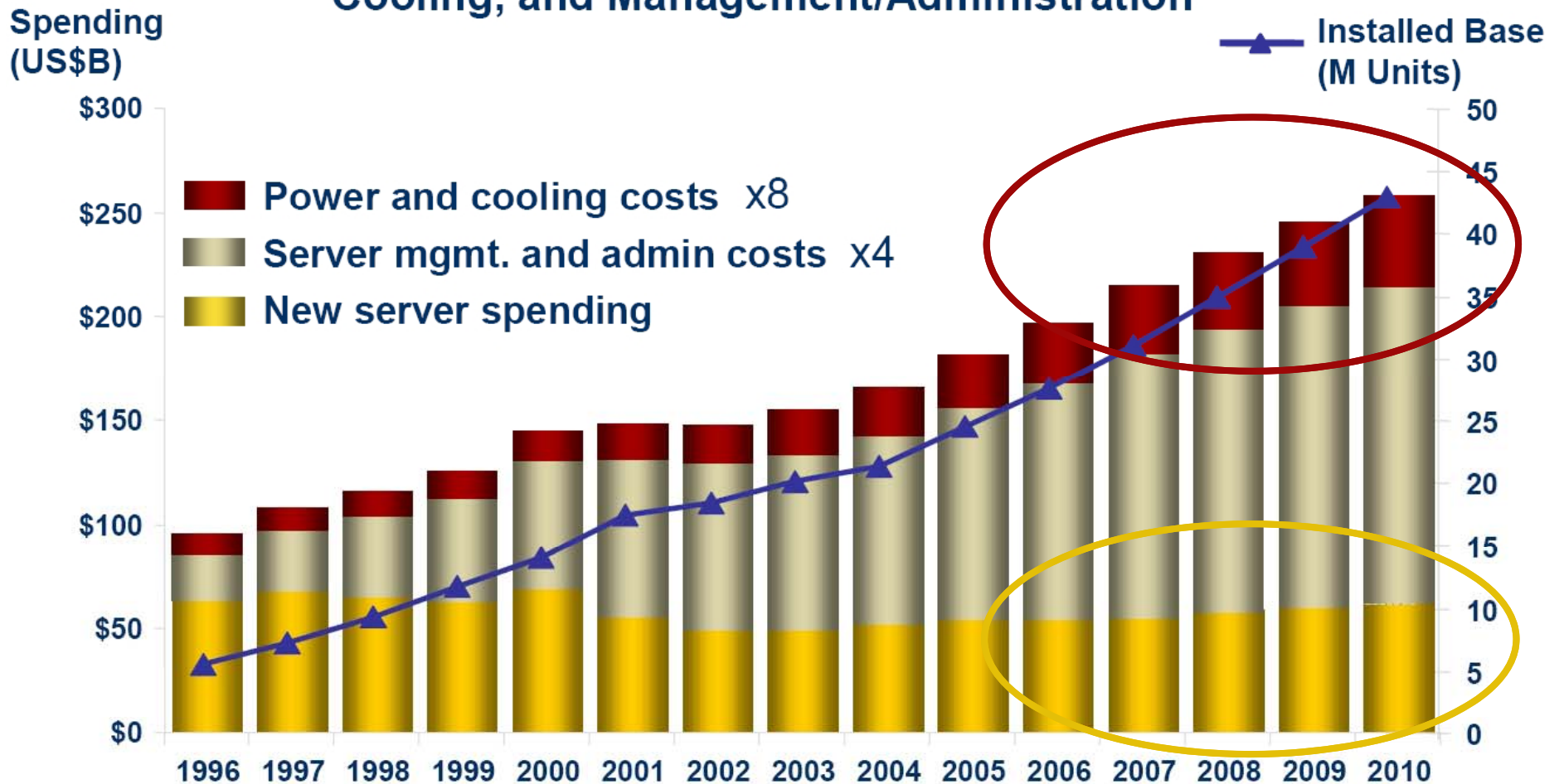
2008 IDC study



The physical infrastructure is the foundation upon which IT and telecommunication networks reside

Five-year forecast: Power and cooling growth 8x compared to server growth

Worldwide IT Spending on Servers, Power and Cooling, and Management/Administration



Ensuring Availability and Efficiency easier said than done.....

Facility Managers are in short supply, especially those who have the depth and breadth of knowledge needed for critical components

Prevent minor events from turning into critical events

Too many call steps require initiate a service response

Five Bold Predictions For The Data Center Industry That Will Change Your Future

- By 2015, the talent pool of qualified senior level technical and management data center professionals will shrink by 45%.

DATA CENTER INSTITUTE

...e, share, and report ment efficiency and performance

Prompt and accurate service response

Understand and interpret events and alarms along with their potential impact



Customers looking to maintain or service equipment for the IT physical infrastructure or building face the following problems

Connectivity to Service



+



=

Embedded intelligence and connectivity that provides for an improved service delivery model



Macro economic conditions and continuing downward pressure on hardware margins



Higher value add and profitable offerings that allow us to better serve our customers more efficiently and effectively

You control the service delivery



Manage the components or systems on **your own** utilizing **your preferred** method

Platform for IT and physical layer



Groups	Devices	Websites	Tickets	Alerts
Backup	1	0	0	0
Battery Backup	1	0	0	0
APC UPS	1	0	0	0
Databases	1	0	0	0
Environmental	1	0	0	0
APC Environmental Manager	1	0	0	0
APC EnviroSense	1	0	0	0
APC NetRota 500	1	0	0	0
Exchange	1	0	0	0
Firewalls	1	0	0	0
YDP Systems	1	0	0	0
Linux	1	0	0	0
Probers	2	0	0	0
Network	1	0	0	0
Ventilators	11	0	0	0
Antivirus	39	0	0	0
Servers	39	0	0	0

Alerts	Devices	Websites	Tickets	Alerts
Acme, Inc.	3	4	0	0
SOHO	4	1	0	0
First Financial, Inc.	66	6	4	0

APC Remote Monitoring Service portal



Environmental Units: 1 device needs immediate attention.

Network Cooling Systems: 1 device needs immediate attention.

Uninterruptible Power Supplies: 1 device needs immediate attention.

Other Devices: 1 device needs immediate attention.

Profile Validation: 4 warning(s).

Contract Status: No contracts expiring.

Event and Ticket Volume: Graph showing volume from 31-Jan to 7-Feb 2007.

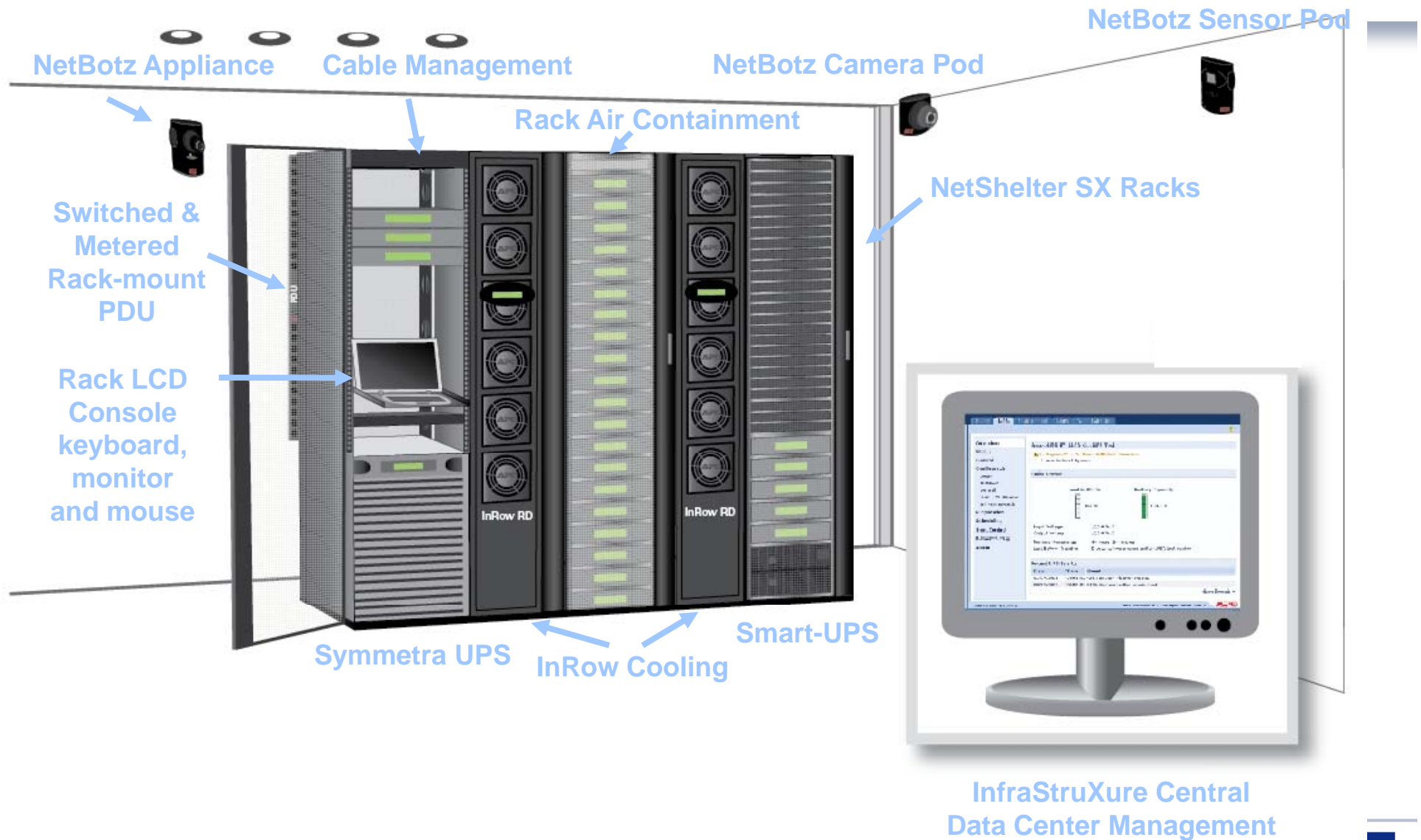
APC Downloadable White Papers:

- Management Strategy for Network-Critical Physical Infrastructure
- Essential NCP1 Service Requirements for Next-Generation Data Centers
- Guidelines for Specification of Data Center Power Density
- Essential Power System Requirements for Next-Generation Data Centers
- Ten-Genius Solutions to Support High-Density Server Deployment



APC has the built in management capabilities that allow you to manage your customers equipment

The APC Server Room - Manageable Components



Managed Services Opportunity

- **Macro Economic Drivers**
 - **Instability in the power grid**
 - ◆ Power & Cooling is not a core competency
 - **“Do More with Less”**
 - ◆ Decrease in the talent pool
 - **Decrease in hardware margins**
- **Benefits to Customer**
 - **Increased SLAs with improved level of availability**
 - **Decrease energy costs while improve efficiency**
- **Benefits to You**
 - **Generate recurring, guaranteed monthly revenue**
 - **Increase margins**
 - **Constant interaction with customer**
 - ◆ Seat at the Table

Thank you!

Any questions?