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Eaton Explores Real Power Management for the Virtualised World at DCD Doha 2013

**Stand 7
DatacenterDynamics Converged 2013
Grand Hyatt, Doha
23rd September 2013**

ESPOO, Finland ... Power management company Eaton has announced it will be presenting a paper on the issues surrounding power management for virtualised environments at DatacenterDynamics (DCD) Converged in Doha later this month. At the event, which takes place on 23rd September 2013 at the Grand Hyatt Doha, Eaton will also launch its new modular double conversion three-phase UPSs, the 93PM.

In his paper delivered in Hall 1 at 11:40am on the first day of the event, Naser Ali, Data Centre Segment Manager EMEA, will reveal how numerous virtualised data centres and SMB's are missing out on substantial business continuity benefits, cost savings and energy efficiency improvements by not updating their power protection approach post-virtualisation. Naser will then go on to explain how data centre managers and IT professionals can quickly remedy this.

Visitors to Eaton's stand at DCD Converged will also get a first look at Eaton's newest three-phase UPS, the 93PM, which is specifically designed to enable IT professionals and data centre managers to simply and cost-effectively specify, scale and adapt their architecture to future changes in load demands or to new reliability requirements. The new UPSs also offer unmatched energy efficiency in double conversion mode of up to 97% enabling users to meet

the increasing demands for energy efficient and environmentally friendly solutions whilst also providing a lower total cost of ownership.

Eaton's presence at the event is also part of the company's strategy to further increase its engagement in the Middle East. Ashique Panakkat, Sales Director Eaton Middle East, explains: "At DCD Converged in Doha we will be able to talk to local customers and use our expertise to help them find solutions to the key challenges they are faced with. We are in a good position to do this having successfully implemented several large and demanding data centre projects in the Middle East in the last couple of years that involve not only the critical power system, including UPSs and airflow management solutions, but also the electrical infrastructure and power distribution including medium and low voltage switchgear."

To support this, information will also be available on Eaton's stand about other products in the company's data centre power solutions range including its ePDU power distribution products, which offer flexible options for bringing power to the server outlets, BladeUPS's – a scalable backup power solution optimised for use with high-density blade servers, and its distribution equipment like low voltage switchboards, medium voltage switchgear and ring main units. Also on the stand will be the latest products from the Eaton Cooper B-Line range of flexible, cost-effective IT enclosures for efficient data centres.

Throughout DCD Converged Doha experts from Eaton will be on hand to provide those attending with advice and guidance on selecting solutions for specific applications, with the emphasis on combining energy efficiency with versatility, durability and value for money.

In 2013 Eaton will be participating in the following DCD Converged events:

27 May, Dubai, United Arab Emirates

11 June, Paris, France

23 September, Doha, Qatar

29 October, Moscow, Russia

20 November, London, UK

10 December, Riyadh, Saudi Arabia

To learn more about Eaton's power quality solutions, visit www.eaton.eu/powerquality. For all of the latest news follow us on Twitter via [@Eaton_UPS](https://twitter.com/Eaton_UPS) or find our [Eaton EMEA LinkedIn company](#) page.

Eaton's electrical business is a global leader with expertise in power distribution and circuit protection; backup power protection; control and automation; lighting and security; structural solutions and wiring devices; solutions for harsh and hazardous environments; and engineering services. Eaton is positioned through its global solutions to answer today's most critical electrical power management challenges.

Eaton is a power management company providing energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power. A global technology leader, Eaton acquired Cooper Industries plc in November 2012. The 2012 revenue of the combined companies was \$21.8 billion on a pro forma basis. Eaton has approximately 102,000 employees and sells products to customers in more than 175 countries. For more information, visit www.eaton.eu.

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