



## Eaton provides secure power for cinemas' IT system in Spain and Portugal

**Location:**

Spain and Portugal

**Segment:**

Power Management

**Problem:**

Provide reliable power for back-office systems in cinemas across Spain and Portugal

**Solution:**

Eaton 5PX UPSs with VMware integration and remote management

**Results:**

Secure power that reduces downtime and protects revenues

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**Background**

A subsidiary of UCI Cinemas, a Europe-wide organisation that is active in the UK, Ireland, Italy, Spain, Portugal, Germany and Austria, CINESA is Spain's leading cinema operator. It serves a total audience of some 17 million cinemagoers and shows around 300 films each year.

CINESA is committed to continually enhancing customer service and satisfaction, and to maximising the efficiency of its operations. To support these commitments, the company recently took the decision to upgrade the IT systems at its cinemas in Spain and Portugal, a total of 46 locations, many of which are inside the main commercial centres of the two countries.

**Challenges**

Having decided to upgrade the IT systems that provide key management and sales functions at its cinemas, CINESA and its IT partner Onisis carried out a detailed evaluation of the available options. As a result of this,

the decision was made to adopt a virtualised implementation based on new hardware to provide systems that would be user friendly, robust, flexible and cost effective.

A key challenge, however, was that many CINESA cinemas are located in large commercial centres where it is not possible to rely on consistent power quality. Should the power fail while the cinema is open to the public, not only would the showing of films be interrupted, the sales and ticketing systems would also go off line, and would be difficult to restart quickly.

The existing sales and ticketing systems had no power fail back up and, in some locations, this lack of power protection had already proved to be problematic. A better solution was an essential part of the implementation of the new IT systems as experience had shown that unplanned and uncontrolled shutdown of the servers could develop into a critical incident that would affect ticket sales for many hours, resulting in substantial loss of revenue.

*"The ability of Eaton 5PX UPSs to integrate closely with virtualised IT platforms and management systems was a key factor in the decision to select them for use in our project"*



Ricard Fuertes, UCI-Cinesa Infrastructure Manager, CINESA



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## Solution

With the power quality issues in mind, Onisis strongly recommended the implementation of a robust UPS installation that would not only provide dependable power for the cinemas but also support remote management to ensure that the IT systems were always started up and shut down in a controlled way.

Acting on these recommendations, in January 2013 CINESA placed an order with Onisis to design, develop and implement a UPS solution that would provide:

- Facilities for remote control and management of the IT equipment
- Close integration with the VMware virtualised IT environment
- Orderly and controlled starting and shutdown of virtual machines

At each cinema, the UPS installation was required to support two HP DL380 physical hosts for the virtual machines, one iOmega network attached storage (NAS) disk array, and a range of network equipment that included high-density firewalls, switches and routers.

After carefully analysing these requirements and evaluating various options for meeting them, Onisis chose a solution based on Eaton 5PX line-interactive UPSs rated at 1.5 kVA and fitted with network cards. These units were selected as they combine versatility and value for money with excellent support for virtualised environments and for remote management.

The 5PX UPSs allow the virtual machines that form the basis of the CINESA IT system to be shut down via Eaton's Intelligent Power Management software, and their restarting

to be controlled by the vCenter virtualisation management software. This means that both shut down and restarting are always performed in an orderly manner that minimises downtime and eliminates the risk of data loss.

Thanks to the generous 1.5 kVA rating of the UPSs, the supported systems can continue to operate normally for five minutes in the absence of mains power, making it possible for the IT systems to ride out short power interruptions with no loss of functionality. After five minutes, the systems are automatically shut down in a controlled manner, with complete shutdown achieved well within the overall UPS runtime. In fact, tests carried out on the systems have shown that the runtime is typically 19 minutes, allowing a substantial margin of safety.

The virtual machines that provide the IT functionality at each cinema – which includes digital signage control, the sales system and office management – are implemented on two physical servers arranged so that operational continuity can be maintained even if one of the servers fails.

In addition to integrating the management of the UPSs into the existing Nagios monitoring platform via SNMP, CINESA also takes advantage of the automated email alert facility offered by products in the 5PX range, which allows the UPSs to alert the IT department and the technical maintenance team instantly whenever a power event occurs. This facility has proved particularly useful for recording power cuts that occur outside the operating hours of the cinemas, which might previously have been overlooked.

## Results

*"The ability of Eaton 5PX UPSs to integrate closely with virtualised IT platforms and management systems was a key factor in the decision to select them for use in our project",* says Ricard Fuertes, UCI-Cinesa Infrastructure Manager, CINESA. They have provided a solution that is not only reliable, but also allows CINESA to remotely manage and control, from a central location, all of the critical functions of its cinemas in Spain and Portugal.

After the design for the UPS installations and initial trials had been completed, a pilot project was implemented in March 2013. This proved entirely successful, so the equipment was installed in the remaining cinemas between June and November of the same year by two technical teams from CINESA's IT department. The implementation was problem free and, since commissioning, the equipment has fully lived up to CINESA's expectations.



Eaton 5PX UPS

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