

Date 15 May 2013
For Release Immediately
Contact Marika Sinikari, +358 40 5097 187

Data Centre Efficiency vs. Resilience: Eaton Offers the Answers at DCD Converged Dubai 2013

ESPOO, Finland ... Diversified industrial manufacturer Eaton has announced it will be participating in the annual DatacenterDynamics (DCD) Converged event in Dubai. Eaton is attending this conference and exhibition, which takes place on 27 May 2013 at the Madinat Jumeirah Dubai, as part of the company's strategy to further increase its engagement in the Middle East. As featured speaker, Technology Manager Janne Paananen from Eaton's power quality division will be delivering a paper entitled "Data Centre Efficiency vs. Resilience". Janne's presentation will explore how data centre operators can meet the competing demands from customers for resilience and efficiency and what common pitfalls to avoid.

As well as introducing the main themes of the session – resilience, reliability and energy efficiency in data centres – the presentation will look at how intelligent design can address all three. By taking an in-depth look at the scalability, reliability and efficiency challenges facing resilient data centre design, Janne Paananen will explain, how it is possible to increase resilience without compromising any other key design criteria.

Visitors to Eaton's stand at DCD Converged, will be able to learn about the company's latest Power Xpert 9395 Uninterruptible Power Supply (UPS) systems that combine compact construction with high efficiency and Advanced Battery Management (ABM) technology to extend battery life. The 9395 UPSs also feature Energy Advantage Architecture: an innovative energy saving technology which offers new ways to maximize UPS energy efficiency without compromising on reliability.

“Eaton has a global commitment to developing energy efficient solutions that provide our customers with the highest possible business value,” says Nizar Baloch, General Manager, Eaton Middle East. “In the past couple of years we have successfully executed a number of large and demanding data centre projects in the Middle East that involve the whole critical power system, including UPSs and airflow management solutions, as well as the supporting electrical infrastructure and power distribution with medium and low voltage switchgear. We are excited about the opportunity to share our expertise in the data centre space at DCD Converged in Dubai this year and to address some of the key challenges IT and data centre professionals are faced with today.”

Information will also be available on the stand about other products in Eaton’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 as well as Power Xpert busbar systems.

Throughout DCD Converged Dubai 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

tbd 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/EatonUPS) 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 diversified 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 103,000 employees and sells products to customers in more than 175 countries. For more information, visit www.eaton.eu.

###