

Cooling Sales Discovery Matrix

What to Look for & Questions to Ask

Uniflair	<p>Target at the <i>customer</i> who:</p> <ul style="list-style-type: none"> Needs to replace older, outdated perimeter cooling units (CRAC or CRAH) Needs to add capacity and/or redundancy to existing cooling deployment Is building a new medium-sized, low density data center (more than 20-30 racks, <5kW per rack) Would like an alternative to legacy competitors (Liebert, Stulz, Data-Aire) <p>Ask the following questions:</p> <ul style="list-style-type: none"> How old is your cooling gear? <ul style="list-style-type: none"> Units older than 10-12 years are prime candidates for replacement. Aging units are less efficient, experience much higher rates of component failure, are prone to leaks, etc. What are the model #s of your current units? Would you like to take advantage of newer, higher efficiency technology? <ul style="list-style-type: none"> EC Fans, slab coils, electronic expansion valves and R-410a refrigerant give superior performance Are you interested in units with industry leading warranties? <ul style="list-style-type: none"> 1 year parts, labor and travel is standard with Uniflair. Competitors offer 1 Yr Parts-only standard
InRow	<p>Targeted at the <i>customer</i> who:</p> <ul style="list-style-type: none"> Is implementing higher density server platforms, or virtualization for new and existing servers Is not able to cool any further with perimeter cooling units Needs to update/upgrade their legacy perimeter units without down time Is building a new small-sized data center (less than 20-30 racks) <p>Ask the following questions:</p> <ul style="list-style-type: none"> Are you using blade servers? Are you implementing virtualization to better utilize assets? Are you consolidating or densifying your racks? <ul style="list-style-type: none"> InRow is ideal for cooling mid-to-high density racks (>5kW per rack) Would you like to 'replace' perimeter cooling units without the downtime associated with that? <ul style="list-style-type: none"> InRow units can take the load off the perimeter units, with or without containment Do you have chilled water available 24/7? <ul style="list-style-type: none"> If yes, consider InRow RC; if not, they are a candidate for InRow RD
Containment	<p>Targeted at the <i>customer</i> who:</p> <ul style="list-style-type: none"> Is looking to improve the efficiency/effectiveness of their existing cooling system Needs more cooling capacity without adding cooling units Needs to eliminate hot spots and air mixing Is looking to maximize the efficiency/performance in a new cooling deployment (Uniflair or InRow) <p>Ask the following questions:</p> <ul style="list-style-type: none"> Do you have existing hot and cold aisles? Are you currently using perimeter or in-row style cooling? (or both) Are you currently using any air containment strategies? Would you like to improve your existing cooling efficiency without down time and at minimal cost?
EcoBreeze	<p>Target at the <i>customer</i> who:</p> <ul style="list-style-type: none"> Is building a new large data center (1MW+) Would like to gain LEED points Values TCO and OPEX over first costs, has sustainability/green initiatives <p>Ask the following questions:</p> <ul style="list-style-type: none"> Would you like to take advantage of the most energy efficient cooling method available? Would you like to achieve the lowest possible PUE? Would you like to get your cooling system out of the white space? Will your data center have exterior real estate available for large air handlers?
Pumped Refrigerant	<p>Target at the <i>customer</i> who:</p> <ul style="list-style-type: none"> Has limited floor space to expand, needs to increase density of existing rows Has chilled water available at 45 degrees F. Is concerned about water usage near their IT equipment <p>Ask the following questions:</p> <ul style="list-style-type: none"> What temperature is your chilled water? <ul style="list-style-type: none"> InRow OA and RA systems require chilled water Is there space above your hot aisles to hang overhead cooling units? <ul style="list-style-type: none"> OA units do not require any floor space and can work with any racks Are you worried about water leaking near your IT equipment racks? <ul style="list-style-type: none"> Pumped refrigerant system are good for hydrophobic customers Would you like to discuss a very efficient system allow for high density on existing racks?