

For Immediate Release

APC Announces TradeOff Tools™—Web-based Applications that Simplify the Data Center Decision Making Process

New Tools Enable Customers to Experiment with Numerous Scenarios to Validate Overall Design Choices

WEST KINGSTON, R.I. – June 30, 2008 – APC, a global leader in integrated critical power and cooling services, today announced the debut of APC TradeOff Tools™, new Web-based applications with easy-to-use interfaces designed for use in the early stages of data center concept and design development. By enabling data center professionals to experiment with various scenarios regarding virtualization, efficiency, power sizing, capital costs, and other key design issues, APC [TradeOff Tools](#) break down major data center planning decisions into a series of smaller, more manageable decisions. Use of these tools helps validate, through modeling, the overall design of a data center.

“Customers need to make many key decisions during any data center project, and they do not always have the necessary information to guide them,” said Carl Cottuli, vice president of APC’s Data Center Science Center. “Many of their concerns are not addressed by configuration tools because they occur early in the concept selection process. With the introduction of APC’s TradeOff Tools, when a roadblock arises, the data center decision maker can easily find a tool to deal with their specific issue, get a quick answer, and continue on in the concept selection process.”

The seven tools are currently available on the <http://tools.apc.com> section of the APC Web site. They include:

Carbon Calculator

Illustrates how changes to a data center’s location, efficiency, and power load can impact carbon dioxide emissions and the electric bill. This provides management with a general indication of how “green” their data center is today and how “green” it could be.

Energy Efficiency Calculator

Profiles a data center and calculates the resulting efficiency and electrical cost based on data center characteristics. Users can then understand the impact each key data center decision has on the data center's efficiency.

Capital Cost Calculator

Identifies key data center physical infrastructure parameters and calculates capital costs based on those parameters. This allows data center users to judge how changes to data center location, IT load, and cooling and power infrastructure can impact overall capital costs.

Virtualization Energy Cost Calculator

Comprehends IT and physical infrastructure characteristics and calculates energy savings resulting from the virtualization of servers. This allows the user to test the impact of virtualization and various physical infrastructure improvements on their data center floor space and on their energy consumption.

Power Sizing Calculator

Defines basic characteristics of the IT load and calculates how much utility input power would be required to support such a load. This provides users with a general idea of how much power in kilowatts they will need to run their data center.

InRow™ Containment Selector

Generates a prototype rack and row cooling configuration based on the user's preferences and the physical constraints of the room. This provides the user with their optimal InRow cooling containment configuration.

AC vs. DC Calculator

Compares four different AC and DC power distribution architectures and calculates their respective efficiencies. This allows the user to make an educated decision on the optimal architecture for their data center.

APC's Data Center Science Center (DCSC) designed the APC TradeOff Tools. The DCSC team of engineers and analysts researches data center issues and helps develop design and learning tools that assist data center professionals in managing their data centers. For more information about APC and the TradeOff Tools, please call 800-877-4080 or visit APC's Web site at www.apc.com.

About APC

APC by Schneider Electric, a global leader in critical power and cooling services, provides industry leading product, software and systems for home, office, data center and factory floor applications. Backed by the strength, experience, and wide network of Schneider Electric's Critical Power & Cooling Services, APC delivers well planned, flawlessly installed and maintained solutions throughout their lifecycle. Through its unparalleled commitment to innovation, APC delivers pioneering, energy efficient solutions for critical technology and industrial applications. In 2007, Schneider Electric acquired APC and combined it with MGE UPS Systems to form Schneider Electric's Critical Power & Cooling Services Business Unit, which recorded 2007 revenue of \$3.5 billion (€2.4 billion) and employed 12,000 people worldwide. APC solutions include [uninterruptible power supplies \(UPS\)](#), [precision cooling units](#), [racks](#), [physical security](#) and design and [management software](#), including APC's [InfraStruXure](#)® architecture the industry's most comprehensive integrated power, cooling, and management solution. Schneider Electric, with 120,000 employees and operations in 102 countries, had 2007 annual sales of \$25 billion (€17.3 billion). For more information on APC, please visit www.apc.com. All trademarks are the property of their owners.

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