

# DELL EMC PREFERRED PARTNER OVERVIEW SALES AID



- Industry leader in reliable and innovative power and cooling technologies
- Helping your customers protect, power and cool their Dell EMC enterprise infrastructure

## Who is Vertiv™?

- Vertiv, formerly Emerson Network Power, is a standalone organization committed to delivering critical infrastructure to help achieve a world where critical technologies always work
- The Vertiv portfolio – including Liebert® products and services – delivers innovative yet simplified power, cooling and management technologies

## What is Vertiv's relationship to Dell EMC?

- Dell EMC's Global Preferred partner — resold globally by Software & Peripherals
- Liebert power and cooling products can facilitate a complete customer solution for Dell EMC's Enterprise Infrastructure

## How is the Vertiv/Dell EMC solution unique?

### Reliable local expertise:

- Local Liebert representatives work closely with Dell EMC's sales force on energy-efficient data center design, virtualization, consolidation, clustering and other key customer initiatives

## Providing customers Smart Solutions:

- Improve energy efficiency, space utilization and IT productivity
- Attain measurable savings in initial capital expense and ongoing operating expenses
- Fast and easy design and implementation of Enterprise Infrastructure

## How does Vertiv's technology help drive revenue?

- Sell more Dell EMC products and services by resolving a customer's total needs
- Position yourself as the trusted advisor for more flexible, effective approaches to infrastructure design and management
- Help your customers meet requirements for higher capacity, greater efficiency and reduced cost of ownership

## Product Overview

- **Mission-Critical Cooling** — Any size, any application; most efficient, flexible systems in the industry

- **Power Protection and Management** —

Complete power protection solutions for racks and rooms, including UPS, power switching and distribution and surge suppression

- **Enclosures and Integrated Systems** —

Integrated enclosures provide power, cooling and monitoring protection for small sites or remote locations

- **Smart Solutions** — a family of intelligent, integrated infrastructure solutions that optimize capacity, availability and efficiency in IT environments of all sizes

- SmartCabinet™
- SmartRow™
- SmartAisle™
- SmartDesign™
- SmartMod™

## How to identify customer opportunities

CUSTOMER PAIN POINT	WHAT TO ASK	SOLUTION
Needs an open solution and is running out of space, power or cooling capacity to support new equipment.	Do you have available space or need power and cooling capacity?	The SmartAisle offering provides an efficient, flexible and cost-effective approach to increasing IT capacity.
Needs a backup, disaster recovery or redundancy solution but lacks space and time to implement.	Do you have space outside your data center or facility?	SmartRow and SmartMod infrastructures, in particular, can be rapidly deployed and offer all the advantages of a complete, self-contained data center design without the expense of building a new facility.
Needs to set up, manage, and optimize IT equipment in a room not designed for IT equipment, such as a network closet.	Do you need to add IT equipment, but have no dedicated IT space?	SmartRow, SmartMod and SmartAisle infrastructures can all be implemented in non-traditional spaces or locations as standalone data centers.

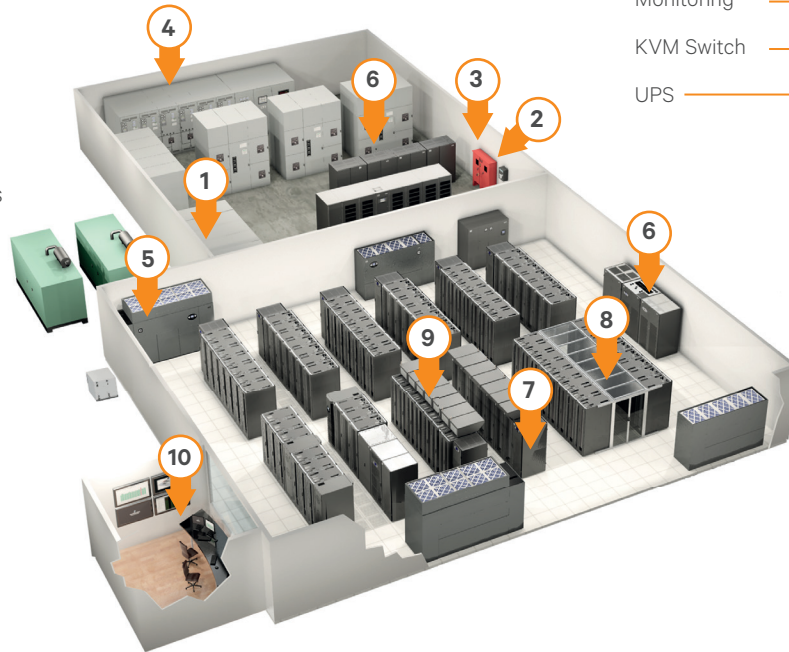


## Vertiv™ presence within the data center

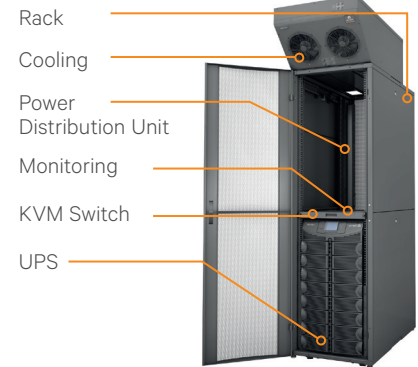
1. Automatic Transfer Switch
2. Surge Protection
3. Fire Pump Controller
4. Paralleling Switchgear
5. Precision Cooling
6. Uninterruptible Power Supplies & Batteries
7. Power Distribution Units
8. Cold Aisle Containment
9. Extreme-Density Precision Cooling
10. Infrastructure Management & Monitoring Services

### Services

- Data Center Assessment
- UPS Preventive Maintenance
- Energy Efficiency Assessment



### Integrated Racks

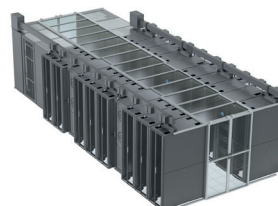
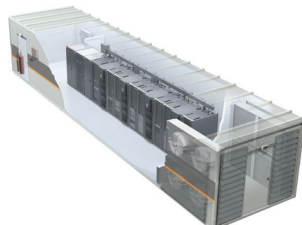


### Power Supplies



## Smart Solutions

SMARTROW™	SMARTMOD™	SMARTAISLE™
Intelligent, integrated infrastructure in a self-contained line-up	Intelligent, integrated infrastructure in a rapid-deployment enclosure	Intelligent, integrated infrastructure using row-based building blocks
<b>Type:</b> Self Contained	<b>Type:</b> Self Contained	<b>Type:</b> Open
<b>Capacity:</b> 20kW Total IT capacity; 3-6 racks	<b>Capacity:</b> 30-400kW Total IT capacity; 6-28 racks	<b>Capacity:</b> Most cost-effective up to 400kW total IT capacity
<b>Floor:</b> Primarily non-raised	<b>Floor:</b> N/A	<b>Floor:</b> Raised or non-raised
<b>Key applications:</b> <ul style="list-style-type: none"> <li>• Small data centers</li> <li>• Non-traditional rooms</li> <li>• Remote sites</li> <li>• Backup or disaster recovery</li> </ul>	<b>Key applications:</b> <ul style="list-style-type: none"> <li>• Supplemental data center capacity</li> <li>• Disaster recovery</li> <li>• Remote data centers</li> </ul>	<b>Key applications:</b> <ul style="list-style-type: none"> <li>• Small and medium-sized data centers</li> <li>• High-density enterprise deployment</li> <li>• New or retro-fit</li> </ul>



### Smart Solutions by Vertiv.

Smart Solutions are fast and easy to implement and are supported by local data center design experts and service professionals. Ideal applications are disaster recovery, remote offices/locations, expanding data centers and any customer looking to build out a new computer room.

### For more information please contact:

#### Chris Ruffing

Dell EMC Alliance Manager  
Phone: 512-934-8270  
Chris.Ruffing@VertivCo.com

#### Steven Grasley

Dell EMC Alliance Manager  
Phone: 512-534-1693  
Steven.Grasley@VertivCo.com

**goDell@VertivCo.com**