

RITTAL

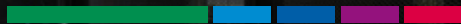


PARTNER PROGRAM



PARTNER SPOTLIGHT: IT ENCLOSURE COMPARISON BAKE OFF

SNAPSHOT



This Partner Spotlight provides an overview of a head-to-head evaluation of Rittal IT enclosures and those of three competitors. The event was conducted by Archive Data Solutions for its customer, a major U.S. transportation company.

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ABOUT ARCHIVE DATA SOLUTIONS

Archive Data Solutions (ADS) provides data storage products and specialty data center services to data centers across North America, specializing in cost-reduction and efficiency improvement solutions for insurance and financial markets.

OVERVIEW

ADS's customer was in the process of moving a portion of its data center to a colocation facility. The company had been using Rittal IT enclosures in its existing onsite data center, but wanted to conduct due diligence to make sure Rittal was, in fact, the best choice for the new colocation deployment. In order to confidently select the right enclosure for its needs, the company asked ADS to participate in a "bake off" – a head-to-head evaluation of one product's features and benefits versus competitors'.

THE EVALUATION

Three well-known competitors in the enclosure industry were chosen to compare with Rittal's IT enclosure. As is typical of this kind of evaluation, a sales rep from each company was present to offer insights and answer customers' questions.



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THE WINNER

After carefully assessing all four enclosures, the customer chose Rittal's for its new colocation deployment. Some of the features that impressed the transportation company included:

- **Ability to meet dimension specs.** The customer was looking to increase their IT space while taking advantage of the taller ceilings in the colocation facility. Their initial request for the bake off was a 52U x 28" x 48" deep enclosure. After further review, the customer elected to stay with the 32" width they'd been using in their other data centers to future proof the ever-changing IT technology
- **Power strip placement.** The power strips are easily accessible and allow for more usable space within the enclosure. They also make it simple to add/remove equipment, as the cords are directed away from equipment – cords instead route to the sides of the enclosure, maximizing air egress
- **Floating rails.** Vertical rails are secured to frame members or lateral support channels and can be adjusted independently, front to back and left to right; most enclosures only allow rail movement front to rear. Because of Rittal's design, PDUs and other accessories can be mounted in the Zero U space. Mounting rails are fully depth-adjustable and able to maintain load capacity regardless of where they are positioned
- **Flexibility.** Unlike most manufacturers, Rittal allows enclosures that are bayed together to have a single divider panel between the two cabinets that can be removed on day two without having to separate the enclosures. Additionally:
 - Enclosures are available with casters, with leveling feet, or without either
 - Rittal offers many placement options for power strips and power cord management, allowing greater flexibility to meet user preference
 - Rittal has many innovative cable management tools to help support low voltage cables
- **Security.** Security was important to this customer because of it being in a colocation facility. Rittal's doors safeguard equipment with the use of 4 hinges and 4 locking points per door for optimum protection

"I appreciate Rittal's unparalleled engineering – the features and details are impressive and practical, and their value is undeniable. The support from the sales team is also very helpful as we go into situations like this, and after the sale."

**- LISA CHAMPAGNE, SALES EXECUTIVE,
ARCHIVE DATA SOLUTIONS**

THE IMPACT

- Since the evaluation, ADS's customer has standardized on Rittal, so there's great potential for additional enclosure orders in the future, for both their existing data center and for colocation deployments
- Having recommended Rittal, ADS has become an even more important partner to its customer. In the head-to-head evaluation, ADS demonstrated the power of their knowledge and insights to solve challenges with well-engineered solutions
- The evaluation and ADS's recommendation also opened the door for ADS to expand on the products it offers this customer

