

# RackChiller SMART In-Row Cooling



## WHY NVENT SCHROFF RACKCHILLER IN-ROW

- Experience in cooling
- Efficiency improvement vs. CRAC based systems and higher power densities per rack
- Advanced monitoring and control functions
- Integrates with aisle containment
- Delivers up to 55kW (300mm) and 75kW (600mm) cooling capacity in optimized conditions

## NVENT ADVANTAGE

- Provides highest air volume flow at minimal power consumption
- Leading features
  - Water connections from rear (top or bottom)
  - EC Fan technology
  - Dual power feed
  - Flexible hoses allow easy adoption to different operation sites
- Monitoring and control over SNMP and Modbus TCP
- Certified for UL and CE and various other standards

## WINNING STRATEGY/SOLUTION

- Combine RackChiller In-Row with the leading nVent HOFFMAN and SCHROFF data center cabinet portfolio
- Pre-engineered solutions for minimal planning outlay; short setup time
- Fully compatible range of accessories; hoses, valve and external sensors



# Competitive Battle Card

## PRODUCT: **RACKCHILLER IN-ROW** VERSUS **COMPETITOR**

### AUDIENCE: TARGET MARKET

#### VERTICAL FOCUS: DATA CENTER (with more than 12 racks)

- Enterprise Data Centers
- Hyperscale Data Centers
- Most Colocation Data Centers still hesitate to implement In Row Cooling

#### KEY DECISION MAKERS

- Design Engineers
- Facility Managers
- Supplier Relation Manager

### SELLING STRATEGY (HOW TO SELL)

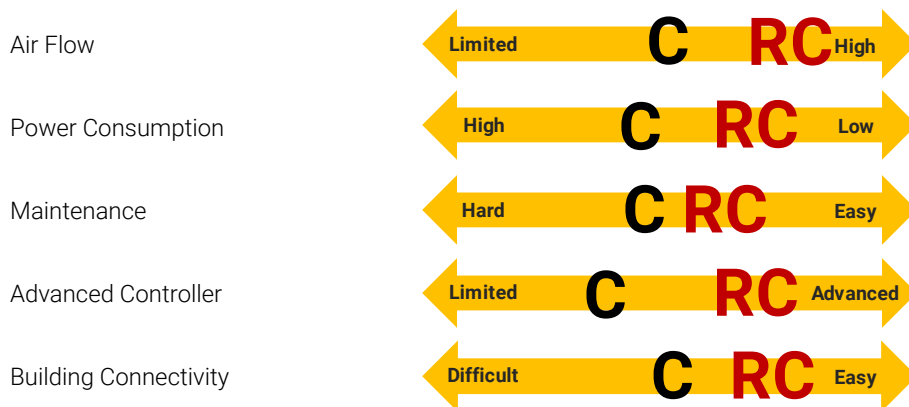
#### DATA CENTER

- Customers need to implement higher packing densities per rack
- Share data sheet and cooling information to build up confidence in utilizing water in the data center
- Unit offers leading cooling capacity with broad integrated feature set at competitive price

#### DISTRIBUTOR AND VAR

- Units require a more consultative selling approach; train and make the tool kits available

### PRODUCT ADVANTAGES



**RC:** RACKCHILLER    **C:** Competitors

### CORE DIFFERENTIATORS

	nVent RackChiller	Competitor(s)
<b>Air Flow</b>	EC radial fans provide higher air volume	Axial fans with less air volume and higher noise level
<b>Power Consumption</b>	20% less power consumption than competitors	Most units >1000W power consumption at 100% performance
<b>Maintenance</b>	Easy accessibility	Sometimes difficult to access connectors and pipework
<b>Advanced Controller</b>	SNMP and Modbus TCP as standard	Modbus and SNMP connectivity as options associated with additional costs
<b>Building Connectivity</b>	Special flexible hoses allow easy integration into building chilled water plumbing	Fixed water connection points with connection hoses as an added cost option



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