



RackPower Intelligent Power Distribution Unit



WHY NVENT SCHROFF RACKPOWER PDUS

- Reliable power distribution for critical communication infrastructure
- Circuit and/or Outlet Metering
 - Optimal capacity planning
 - Identify power chain issues
 - Test for true redundancy and load balancing
 - High accuracy for energy reports
- Latching relays
 - Sequential start
 - Remote power reboot

NVENT ADVANTAGE

- Global availability w/local service and support
- Modular iPDU platform - Configure-to-Order (CTO) provides a wide range of configuration options.
 - Various dimensions
 - Colored chassis (8 color options)
 - Up to 3 different socket types on one unit
 - Flexible power feeds: top, bottom, dual feed
 - Hot swappable, field replaceable Meter and DC PSU
 - Certified for UL, cUL, CE, FCC and various other standards
- Patented IP Gateway supports daisy chain up to 16 PDUs via standard patch cables.
- Free RackPower (RPM-04) PDU management software
- 2-year warranty

WINNING STRATEGY/SOLUTION

- Combine RackPower PDUs with the leading data center and networking HOFFMAN and SCHROFF portfolio
 - Configured products with short lead times
 - Pre-configured designs for channel allows them to differentiate
- Fully compatible range of accessories including: sensors, locking cables and ATS products



Competitive Battle Card

PRODUCT: RACKPOWER INTELLIGENT PDUS

AUDIENCE/TARGET MARKET

VERTICAL FOCUS: DATA CENTER AND EDGE

- Enterprise DC
- Colocation DC
- Decentralized edge installations (Telecommunication, Industry 4.0, Security and Defense)

KEY DECISION MAKERS

- Design Engineers
- Maintenance Manager
- IT Assets Manager
- Supplier Relation Manager

PRODUCT ADVANTAGES

Configurations



Maintenance



IP Ports



Accuracy



Free Management Software



■ RackPower ■ Competitors

SELLING STRATEGY

DATA CENTER AND EDGE

- Customers already using competitor products
- Share configuration capabilities (including detailed data sheets) combined with short lead times
- Discuss features set of different RackPower Series and accessories

DISTRIBUTOR AND VAR

- Define a pre-configured solution enabling the channel partner to differentiate and offer state of the art designs

CORE DIFFERENTIATING FACTORS

	NVENT RACKPOWER	COMPETITORS
Configuration capabilities	Several chassis dimensions and colors, dual feed entry, country specific connectors and receptacles for smaller quantities	Focus on standard SKUs and predefined build to order items
Accuracy	+/- 1%	
Maintenance	Hot swappable field replaceable Meter and DC PSU	Most require to disconnect power or even replacement of the entire PDU
Free Management Software	RPM-04 Software for 800 PDUs	Only DCIM integration over SNMP or charge for software
Reduce IP Ports and cabling	Manage 320 PDUs over 20 IP addresses by daisy chain 16 PDUs to one IP Hardware	Most use dedicated IP address or daisy chain over USB limited to 2-4 PDUs



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