

FUTURE

Enabling a 100-Year Vision

Mainfreight – Auckland, New Zealand

How scalable data centers connect a global logistics
giant from the core to the edge.

Life Is On

Schneider
Electric



Schneider Electric's EcoStruxure™ for Data Centers offers Connected Products, Edge Control, and Apps, Analytics, and Services from EcoStruxure IOT-enabled Open Architecture. Together these innovations help data centers thrive at every level.

A 100-year vision

No one can accuse Mainfreight of thinking small. You have to think big to take a local trucking company in New Zealand and grow it to a global logistics giant — one with warehouses around the world. That bold thinking about growth means they don't just think five or 10 years down the road.

"The 100-year vision is something that our company founder came up with," said David Hall, Group IT Infrastructure Manager of Mainfreight. "If we invest 50 million dollars in a new facility, we're not doing that thinking about it over the next 20 years — we're thinking about that over the next 50 years or so."

Mainfreight at a glance:

- Global logistics provider
- International end-to-end freight service
- 239 branches across 21 countries
- 7,000 team members
- 51.1 million dollar IT investment

To understand why Mainfreight plans their growth with such a long-term strategy, it's important to understand the mentality that drives this ambitious company, from the bottom of the world, to reach the top of their industry.

A dedicated team

It takes a special team to build such a strong global operation from the remote islands of New Zealand.

"We've always prided ourselves on our culture and our people, and we think that's a differentiator between ourselves and our competitors — both in New Zealand and other countries," said Hall.

Whether they're working in reception / customer services, on the depot floor, moving freight, or as a customs agent, the pride is evident and helps the company achieve its goal to be a global logistics company that people can trust. "That's made a huge difference in our ability to grow rapidly over the last 35 years," said Hall.

Hall attributes this attitude to the reputation of New Zealand having a strong work ethic and independent streak. New Zealand is not a huge manufacturing country, so they are highly reliant on imports and exports. As a leading shipping company, Mainfreight

Goal

Mainfreight needed an easy-to-manage — yet state-of-the-art — data center that would meet present-day needs and support their growing global expansion. The challenge was completing it in three months, from design to implementation.

Story

Schneider Electric modernized Mainfreight's existing data center infrastructure in Hamilton, New Zealand. In less than 12 weeks, Schneider deployed a modular, scalable EcoStruxure data center with the performance Mainfreight needs to run their business well into their future.

Solution

With connected products like Symmetra™ UPS, InRow™ cooling, NetShelter™ SX, and PDUs (including power meters, breakers, and chillers) Schneider Electric delivered a modern, expandable solution for their global operations.

Results

- Expandable UPS, power, cooling, and enhanced software capabilities provide flexibility for future growth.
- EcoStruxure IT on-premise DCIM solution takes data from connected devices, delivering the analytics and visibility Mainfreight identifies as key to their growth ambitions.

plays a big part in the ongoing economic development of New Zealand. That unique attitude makes them very particular about who they choose as partners.

A partner who delivers

“Schneider Electric isn’t just a vendor, they’re a partner of ours,” said Hall. “As our company also grows and develops we see Schneider potentially getting involved in other parts of our business, whether it is building management, services, or the many other solutions which they can provide as well.”

EcoStruxure software provides Mainfreight with the necessary visibility to maintain the performance and the efficiency of their infrastructure. The software is particularly beneficial on the company’s operations, helping them monitor, manage and maintain data centers that are remote to where IT teams are based.

EcoStruxure connected products include:

- Symmetra UPS
- InRow
- NetShelter SX
- PDU
- Breakers

The option to add more batteries to the UPS, the ability to expand power and cooling, the software capability to provide the management and monitoring a global operation craves — those are key reasons Mainfreight chose the EcoStruxure solution.

This goes beyond just modernizing their systems to be set up for technological advances. It also means collecting data that allows Mainfreight to pursue new services to customers that give them an edge on the competition.

“The ability to provide big data-type analytics on what their business is doing in terms of stock levels and other things like that, has become quite an invaluable thing,” Hall explained.



Mainfreight’s systems have grown as the company has grown. There’s been a shift from the use of manual systems into automated systems, with opportunities for the use of Electronic Data Interchange to automate the way customers transact with them and vice versa.

“As a logistics company, we’ve become this hub for data moving in and out of our business,” said Hall. “We are developing ways to capture that data, manipulate it, analyze it, and provide something useful back to our customers they can then use to help their businesses grow.”

Modernizing for the future

To address organic growth, and to accommodate where the business is moving with the demands on data storage and analytics, Mainfreight constructed a new data center in New Zealand which houses all the necessary infrastructure to provide the platform to deliver those exact types of services.

Pressed with a tight deadline due to an expiring facility contract, Mainfreight and Schneider worked together to overcome the construction challenges and achieve the data center build requirements ahead of schedule.

“In terms of our 100-year vision, Schneider will play a key part in the ongoing growth of Mainfreight.”

— David Hall,
Group IT Infrastructure
Manager of Mainfreight

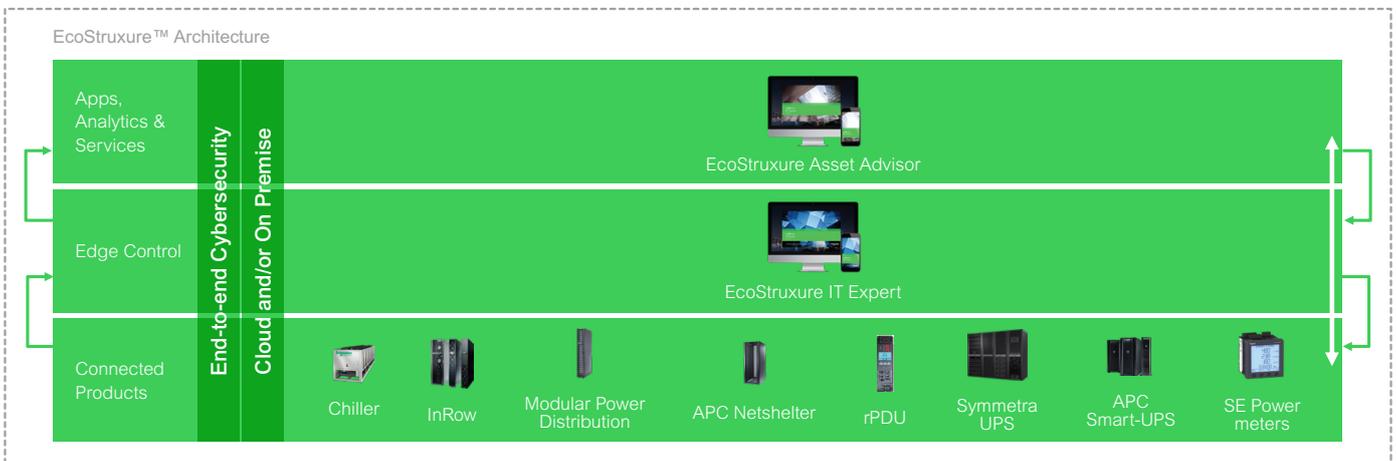


“The speed at which Schneider was able to implement the solution gave us the breathing space in other parts of the project, like the build of this data center with some of the other providers,” Hall said.

Mainfreight takes pride in their ambitious corporate culture — it powers their dedication to be not only a leader in their

industry, but play an important role in the growth of New Zealand as well. In Schneider, Mainfreight has identified a partner they can depend on to help them fulfill their bold promises for the future.

EcoStruxure™ for Data Center
Innovation At Every Level



EcoStruxure™

Innovation At Every Level

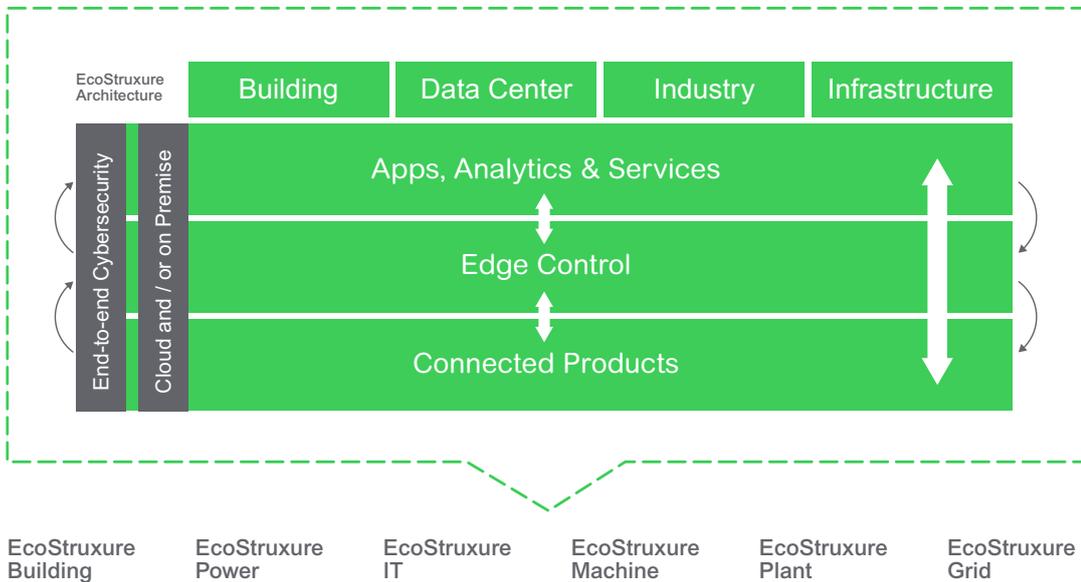
IoT-enabled solutions that drive operational and energy efficiency

EcoStruxure is Schneider Electric’s open, interoperable, IoT-enabled system architecture and platform.

EcoStruxure delivers enhanced value around safety, reliability, efficiency, sustainability, and connectivity for our customers.

EcoStruxure leverages advancements in IoT, mobility, sensing, cloud, analytics, and cybersecurity to deliver Innovation at Every Level including Connected Products, Edge Control, and Apps, Analytics & Services. EcoStruxure™ has been deployed in 480,000+ sites, with the support of 20,000+ system integrators and developers, connecting over 1.6 million assets under management through 40+ digital services.

One EcoStruxure architecture, serving 4 End Markets with 6 Domains of Expertise



Connected Products

The Internet of Things starts with the best things. Our IoT-enabled best-in-class connected products include breakers, drives, UPSs, relays, sensors, and more. Devices with embedded intelligence drive better decision-making throughout operations.

Edge Control

Mission-critical scenarios can be unpredictable, so control of devices at the edge of the IoT network is a must. This essential capability provides real-time solutions that enable local control at the edge, protecting safety and uptime.

Apps, Analytics & Services

Interoperability is imperative to supporting the diverse hardware and systems in building, data center, industry, and grid environments. EcoStruxure enables a breadth of agnostic Applications, Analytics, & Services for seamless enterprise integration.

Find out more about EcoStruxure

schneider-electric.com/ecostruxure

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EcoStruxure for Data Center



EcoStruxure IT Software



Power, Cooling & Rack solutions



Lifecycle services

Schneider Electric

Boston ONE Campus
800 Federal Street
Andover, MA 01810 USA
Phone: + 1 978 794 0800

www.schneider-electric.com

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