

NetShelter CX Case Study

The Netshelter CX is a soundproofed 'Server Room in a Box' which allows for IT deployment wherever and whenever it is needed, saving space, cost and deployment time. Here is one example of how:



Softcat. Estimated \$53,955 total savings in year 1.

Award Winning IT reseller Softcat practices what it preaches, using a 38U Netshelter CX to avoid building a server room in its new Moorgate, London office, and adding the Netshelter CX product family from APC by Schneider Electric to its portfolio.

"Softcat is one of the IT Reseller Channel's leading lights, and I'm delighted that it has chosen to use and recommend Kell server cabinets to its customers. It's a great example of how a smart business can focus on what it does best while the CX takes care of the IT" Said David O'Coimin, Solution Offer Manager, APC by Schneider Electric.

In typical usage, the Netshelter CX reduces perceived server noise by up to 90%. When compared to a server room, it reduces the floor space used by up to 90%, operating costs by up to 98%, and can cut capital costs by as much as 80%.



Softcat Ltd is a renowned and rapidly growing provider of software licensing, hardware, security and related IT services in the UK. When Softcat decided to open a new office in Central London, they faced the dilemma of how to accommodate the IT to run what would effectively be a remote office due to Softcat's IT Manager and primary IT hub being located in the town of Marlow, outside London.



Model: AR4038A

Physical capacity: **38 rack spaces**
 Integrated PDU: **11 NEMA outlets**
 Max thermal load: **3.6 kW**
 Noise reduction: **18.5 dB**
 Power consumption: **101 watts**
 Cable access: **Top & bottom rear**

The original plan was to build a bespoke server room. Softcat budgeted for a dedicated space to be partitioned, secured, soundproofed and air-conditioned. The total project was budgeted in detail and expected to cost up to £16,650 in upfront infrastructure costs alone.

"We were originally considering building a small server room, but instead decided to use a Netshelter CX, which is something that we have subsequently added to our portfolio and deployed successfully for several customers," said Operations Director Doug Fawell.

"Thanks to the Netshelter CX, we will save \$18,975 in capital expenditure on server room build costs, and have calculated in excess of \$32,550 of savings annually: \$24,420 in reduced rent due to saved space which we will use for additional telesales operatives, and \$8,130 due to reduced energy costs – which, incidentally, is equivalent to a saving of 27 ton of CO2," said Doug. "We were also able to save 15 weeks in installation time, compared to how long it would take to build a server room, so we were operational and selling much quicker."

For user guides, brochures, testimonials and other product information visit www.apc.com

Here's a quick overview of the savings Netshelter CX is estimated to have delivered for Softcat.

Cost	Softcat's original Server Room budget & expectations	38U NetShelter CX including remote management accessories	Annual Savings
Upfront Capital	\$ 27,100.00	\$ 8,100.00	\$ 19,000.00
Year 1 Cap & Ops	\$ 68,875.00	\$ 14,920.00	\$ 53,955.00
Year 2 Ops only	\$ 41,770.00	\$ 6,805.00	\$ 34,965.00

