Case Study:

Internet Technology Data Center

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Life Is On Schneider Electric

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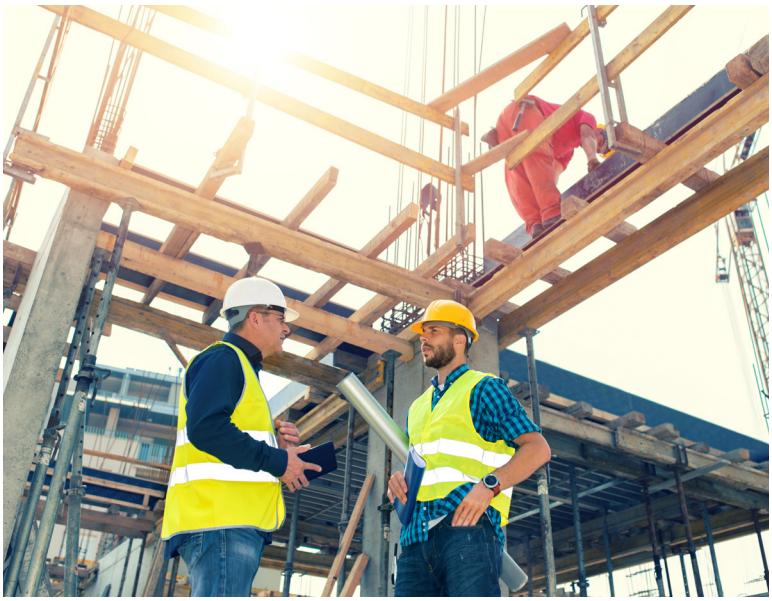
ASCO Power Technologies™

CASE SUMMARY

- A leading internet technology company planned to construct a high reliability data center in an urban colocation facility.
- ASCO Power Technologies proposed a superior load transfer solution, one based on proven performance of ASCO's industry-leading transfer switch technology.
- ASCO and Square D together offered a broad range of load transfer, switching, distribution, and metering products that met project specifications in a cost-effective solution.



THE SITUATION

A world-leading internet technology company planned to construct a high reliability data center in a multi-tenant colocation facility near New York City. Its operations would form an important part of the end user's worldwide internet data transmission and data processing operations.

To mitigate the risks and consequences of power disruption to revenue-generating IT systems, the end-user needed a backup power system based on proven medium voltage and low voltage equipment designs. More specifically, power control switchgear was required to parallel up to seven engine-generators, and medium voltage automatic transfer switches (ATS) were required. The end user's short project timeframe and its need to work within the floorplan of a re-purposed building complicated the project.

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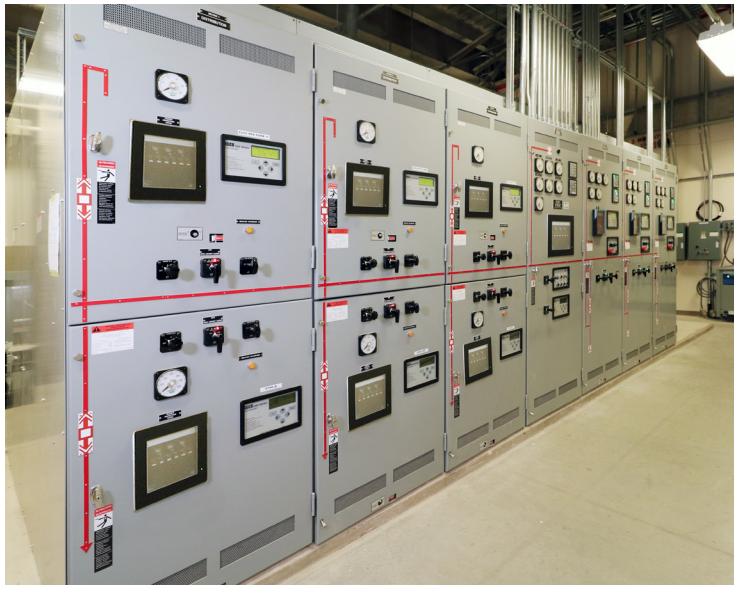
THE SOLUTION



For medium voltage switchgear, ASCO received requests for technical support from **Foley Caterpillar**, an engine-generator dealer, and **Cooper Electric**, an electrical equipment distribution, each an ASCO partner. Separately, ASCO provided support for low voltage switchgear to its parent company, **Schneider Electric**, which bid on supplying power distribution equipment for the facility. To advance this project, ASCO provided technical support to the project's consulting engineer and to the end-user. ASCO performed a pre-purchase inspection of the facility and its electrical system. ASCO then provided early input and a conceptual equipment layout to the consulting engineer, based on ASCO's decades of experience of deploying critical power solutions.

ASCO differentiated its offering with a technically superior load transfer solution. For power control switchgear, ASCO offered specification-compliant equipment. Key differentiators included ASCO Power Quality Meters on every ATS and the end user's prior satisfaction with both Square D equipment and ASCO's factory-employed service team. ASCO's solution also met the end-user's desire for expandability with (1) provisions for adding ASCO's Critical Power Management System in the future, and (2) power control switchgear with split bus for connecting additional future generators and distribution circuit breakers.

THE OUTCOME

In the end, the combined Square D and ASCO bid provided $2.4 million of specification-compliant, state-of-the-art generator paralleling power control, load transfer, and electrical distribution equipment for the proposed data center. This included $760,000 for ASCO medium voltage transfer switches and another $1.1 million for Square D low voltage distribution, metering, and ASCO low voltage switchgear.

ASCO Power Technologies - Global Headquarters
160 Park Avenue
Florham Park, NJ 07932
Tel: 800 800 ASCO

www.ascopower.com
customercare@ascopower.com