

Universal Electric Corp. Certifies Raritan Power IQ® for Monitoring Energy Consumption on STARLINE® Track Busway Product Line

SOMERSET, NJ and CANONSBURG, PA, (May 9, 2011) -- Raritan and Universal Electric Corp. today announced interoperability between Power IQ energy management software and STARLINE Track Busway, giving data center managers a more complete picture of how energy is being consumed -- from the room's power distribution busway all the way to a server in the rack -- in order to better manage resources and take energy-cost-reduction steps.

As a result of the integration work, detailed power usage data gathered at service feeds by STARLINE's Critical Power Monitoring (CPM) meters can now be captured by Raritan's Power IQ energy management software -- which also monitors and collects energy data, on a continuous basis, from multi-vendor rack PDUs, environment sensors, UPSs, branch circuits and other data collectors. Power IQ uses the information to generate insightful trending and analytics reports and charts on energy usage, energy costs, power capacity, carbon footprint, and thermal factors -- which can be displayed at the data center, floor, room, row, rack, customer, IT device or application level. Users can even set thresholds and get alerts on events to maintain uptime and availability, while saving energy.

STARLINE CPM meter support is pre-configured and tested in all Power IQ systems, so that when a CPM is deployed it can be monitored by Power IQ. No complicated configuration effort or special license fees are required.

Mark Swift, Business Development Manager from Universal Electric Corporation, stated, "We have worked closely with Raritan over the years and have many joint customers. Now, with the interoperability completed between the STARLINE CPM and Raritan's Power IQ software, we can offer a strong, common platform to monitor all power data from the power distribution busway to the servers. This gives our customers an easy way to manage their resources and improve their energy consumption."

"Key infrastructure resources, such as power, that keep data centers running need to be easily managed and configured to meet changing IT and business needs," said James Cerwinski, Senior Manager, Raritan Power Management Business. "Both companies are helping data centers be more responsive. As an alternative to traditional wiring methods, STARLINE's flexible busway power system, with its plug-and-play approach, enables quick access to power anywhere it is needed. Similarly, Power IQ's end-to-end power monitoring provides data centers with key information on almost any infrastructure item from anywhere in real time to help make decisions."

Available as a VMware-ready virtual appliance, Power IQ is easy to install and use. Within minutes of installation, useful power information, from SNMP- and Web Services-enabled servers and devices, is delivered to Power IQ's intuitive Web-based dashboard, which can be accessed easily from anywhere, even from iPhones and iPads. Easy-to-configure graphs and reports depict a wealth of information, such as which devices are consuming the most energy, whether power conservation efforts are working, and if there are hot spots or over-cooled areas.

Moreover, Power IQ 2.0's simple agent-less approach enables graceful shut downs and start ups of servers connected to any rack PDU, without needing to load additional software on target servers.

Get started now by downloading a FREE 5 CPM version of Power IQ at www.raritan.com/PowerIQ-Critical-Power-Monitoring/

About Universal Electric

Universal Electric Corporation is a leader in customizable power distribution solutions. Industry innovators for more than 85 years, the company's customizable, flexible products are designed to fit the electrical power needs of any business in any industry. One of the only companies dedicated exclusively to flexible power distribution products, Universal Electric's award-winning STARLINE systems have revolutionized electrical power distribution in data centers, industrial manufacturing facilities, retail chains and grocery stores worldwide.

About Raritan (Raritan.com)

Raritan is a proven innovator of power management, infrastructure management, KVM and serial solutions for data centers of all sizes. In more than 50,000 locations worldwide, Raritan's award-winning hardware and software solutions -- including intelligent rack PDUs, energy management software, KVM-over-IP and Serial-over-IP access products -- provide IT and facility directors, managers and administrators with the control they need to increase power management efficiency, improve data center productivity and enhance branch office operations. Based in Somerset, N.J., Raritan has offices worldwide serving customers in 76 countries. Visit us at Raritan.com or follow us on the [Raritan blog](#). Raritan is an active member of the Green Grid, Climate Savers Computing Initiative, and the Leadership in Energy and Environmental Design associations. The company has been recognized by the EPA for its contribution to the agency's data center initiative.

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