



APC Partners with Netformx® to Offer Network Power Management Solutions



APC: Power Protection Leader

As a global leader in critical power and cooling solutions, APC sets the industry standard for quality, innovation, and support. APC's comprehensive solutions improve the manageability, availability, and performance of sensitive electronic, network, communications, and industrial equipment of all sizes. And, as a division of Schneider Electric, APC is backed by an industry-leading R&D investment and the industry's broadest service organization, bringing a combined 12,000 employees to help customers confront today's unprecedented power, cooling, and management challenges.

Netformx: Network Design Leader

Whether a company is creating physical data networks, deploying converged VoIP solutions, or selling MPLS/IP-VPN and Managed Services, Netformx rules-based network design and quoting platforms streamline the end-to-end design and quoting process. Netformx's fine-tuned software engines rely on the world's most extensive multi-vendor KnowledgeBase™ of networking equipment, a database that includes catalogs, extensive datasheets and manufacturer information coupled with configuration and pricing rules.

DesignXpert: Assessment-to-Quote Tool

DesignXpert is a rules-based network design and quoting platform that streamlines the network sales process. The tool is also supported by the Netformx multi-vendor KnowledgeBase.

Integrate APC InfraStruXure® for Wiring Closets into validated network designs for proactive power protection

"The flexibility of DesignXpert™, the in-depth library, and the ability to create complex configurations and then generate quotes and documentation all in one package delivers a lot of value for APC customers."

— Philip Fischer, National Account Manager, APC

APC and Netformx have joined forces to help network designers more easily, quickly, and accurately incorporate APC's industry-leading network power protection solutions early in the design cycle. APC's comprehensive suite of power protection, cooling, and management products, including *InfraStruXure for wiring closets*, is essential to any network environment.

Power protection is extremely important in the network today due to converged networks. If the network were to go down due to a power outage or another anomaly such as overheating in the closet, the amount of productivity losses and potential for lost data can be extremely costly, and may be unrecoverable.

"We find that, in many cases, power protection and the management of UPS systems tend to be an afterthought in network design," said Philip Fischer. "Companies often purchase power protection products after they experience a power-related problem. The partnership

between APC and Netformx changes that paradigm by empowering designers to be proactive about incorporating power protection into their designs, delivering a more robust network that will stay up even during power outages, which increases customer satisfaction."

Combining the Power of APC and Netformx

The relationship between APC and Netformx leverages the strengths of each company's tools. Network designers can now link quickly to the APC tools through DesignXpert, integrating APC components into a single bill of sale for the network, and providing a clean unified presentation.

Upon completing a design, DesignXpert calculates the estimated power and cooling requirements. The designer may then link directly to APC's website from DesignXpert, input the consumption estimates which then generates a selection of appropriate APC power

The DesignXpert tool allows customers to generate proposals and quotes, to provide a better solution for their customers and deliver more value back to the reseller to extend their sale.

The DesignXpert Advantage

DesignXpert delivers the following advantages to APC customers:

- **Accelerate** time from concept to sale to provisioning to execution.
- **Increase** productivity and collaboration among co-workers, partners, and customers.
- **Reduce** costly errors during quoting, design, and provisioning phases.
- **Improve** accuracy of future design changes, additions, and deletions.
- **Enhance** customer loyalty by providing the right solution to meet their needs.

The Netformx Difference

DesignXpert is backed by value-added Netformx capabilities including:

- **Extensive Multi-Vendor KnowledgeBase™** based on up-to-date detailed product information, software, and services configuration options, and pricing for all the market-leading voice, data, and video networking products.
- **Timely Content Update** distributed weekly via the Netformx KnowledgeBase Auto Update application—to licensed Netformx users who subscribe to the weekly content update service.
- **Easy Network Discovery** with DesignXpert Enterprise AutoDiscovery® (EAD), a high-performance engine for discovering and documenting existing network infrastructures.
- **Helpful Advisor Technology** that enables users to convert customer requirements to optimized solutions, streamlining product selection, configuration, validation, and pricing.



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“DesignXpert is the leader in design tools. It is a multi-vendor tool—updated with the latest iterations of a variety of products—which can help build best-of-breed solutions.”

— Philip Fischer, APC

and cooling products. The designer selects the product(s) of choice from the APC Product Folder in DesignXpert and, using the simple “drag and drop” capability, adds these important components to complete the design. The APC products are all configured to manufacturer specs and support options for additional compatible accessories, such as network management systems, services, and extra batteries.

The Netformx partnership with APC empowers designers and integrators to:

- Incorporate mission-critical power protection and cooling solutions early in the design process
- Accelerate the selection of APC products for a given design
- Minimize errors in selecting, configuring, and validating power protection devices
- Increase customer satisfaction with a comprehensive, fully protected network design

The APC Power Protection Advantage

According to Fischer, “With today’s networks, having appropriate power delivered to your sophisticated devices is essential to proper operation.” “Proper power allows the switch to do what it was designed for and ensures uninterrupted operation.”

When you are sending all your communication data over an IP-based network rather than a traditional phone network, it is critical that network routers, switches, and hubs are backed up by UPS systems to keep the devices up and running in the event of a power outage. If you don’t have power protection, your communications can

go down—phone calls, e-mails, data, everything.

Proactively including power protection during the initial network design phase—rather than after the network has been built—(make these all long dashes) ensures there is adequate space for racks, power delivery, and power protection devices, as well as planning the appropriate output of the UPS to the devices in the network.

“DesignXpert enables network designers to perform up-front planning of power protection that can decrease installation lead times and facilitate rapid and accurate changes throughout the design cycle with minimal to no impact on the overall project timelines,” noted Fischer

APC Products for Network Designs

The following APC products are now available in the Netformx library, and accessed using DesignXpert:

UPS Systems: Back-up power protection solutions, from desktop to data center to custom-built industrial IPS systems.

Power Distribution: Comprehensive power distribution, including Stationary PDUs, Rack PDUs, and Rack Automatic Transfer Switches for network-critical physical infrastructure needs.

Racks and Enclosures: A host of racks and enclosures for server rooms, data centers, and wiring closets.

Physical Threat Security: IP-based security solutions for video surveillance and access control.

Cooling Solutions: Systems that deliver cooling directly to racks to keep high-power blade servers at their optimum temperature.