Lower your data center energy consumption by 50%.

The Power Assure® Dynamic Power Optimization (DPO) software adjusts capacity and associated facility resources to reduce power costs, extend data center life, and increase performance. Reducing power is not a one-dimensional exercise. Power Assure’s DPO takes into account the interdependency of data centers -- reducing power consumption by an average of 50% -- without sacrificing performance or impacting service levels.

In effect, the paradigm shifts from servers that are “Always On” to “On Demand”, significantly increasing operating efficiency and decreasing energy costs.

“NASA’s commitment to innovation continues to drive our adoption of new technologies throughout our organization... Our use of Power Assure software in major sites within numerous data centers across the country is part of our ongoing effort to lead in data center optimization.”

Chris Kemp, CTO of IT, NASA

Multi-dimensional integration

Power Assure integrates across multiple devices, levels, and systems. With agentless auto-discovery, DPO collects and correlates information from virtually any IT and facility source (e.g., PDUs, racks, servers, cooling units, application management, building management, and network management systems). DPO calculates key metrics and performance indicators for all of the assets in your data center, including power draw, application load, utilization, temperature, service level-related metrics, and environmental indicators like PUE, DCIE, and CO2 equivalents.

Real-time, continuous calculation engine

Power Assure combines and correlates this information on a minute-by-minute basis. The cyclical optimization process tracks information continuously within a single data center or across multiple sites. It also correlates both physical and virtual machines with actual power draw. Continuous calculations, based on a large number of variables, determine the optimum number of servers needed to meet customer demands, even as demand spikes and falls rapidly over the course of a day.

The optimization engine handles large demand fluctuations, continuously making decisions to optimize capacity, performance, and power while maintaining quality of service levels at both the application and site level.
DISTRIBUTED AUTOMATION PROCESS

Power Assure’s distributed process automation platform drives significant benefits. After the calculation engine determines how much server capacity is required to support compute demand, DPO automates the adjustments through its patent-pending runbook automation software. The software leverages your existing processes, as defined in your own runbooks, and automates the steps you would take to make any changes manually. By using your own processes to make changes, we ensure mistake-free operations, with full administrator oversight and control.

Power Assure’s automation process supports extremely complex operations through a double abstraction layer. By abstracting at both the task and resource level, DPO avoids the extensive duplication of management tasks. For example, there is no need to update the software when new assets are provisioned or updated. First, DPO performs inventory discovery and synchronization. Secondly, DPO’s task abstraction utilizes the underlying procedures for the runbooks, eliminating the need for any process automation update when assets are modified or added.

Easy to Implement, Simple to Maintain

Dynamic Power Optimization leverages the underlying Power Assure Dynamic Power Management platform that is minimally invasive, easy to deploy, and requires minimal maintenance. Key features that make this possible include:

- Auto-discovery with existing assets and devices and automated synchronization with existing inventory and asset management systems
- Shared reference database of utility data, equipment references, and other pertinent information such as demand-response incentives and emergency alerts
- Agentless management
- Double abstraction layer support to eliminate redundant and time-consuming management tasks
- Staged, scalable deployments starting with a single rack and scaling to multiple data centers
- SaaS implementation means savings are immediately aligned with monthly service expense

The Power Assure Difference

- Optimizes server utilization while maintaining customer service levels
- Leverages real-time comprehensive data from both IT and facilities
- Operates in load-balanced, virtualized, cloud, or clustered environments
- Provides complete control along with detailed visibility into data center performance
- Provides real-time measurement of actual financial savings, CO₂ reduction, and end-to-end energy consumption

ABOUT POWER ASSURE

Headquartered in Santa Clara, CA, Power Assure is a leading developer of Dynamic Data Center Optimization software for large enterprises, government agencies, and managed service providers. Power Assure’s award-winning solutions provide visibility, intelligence, and automation to help CIOs, IT directors, and facilities managers optimize capacity, service levels, and power consumption within and across data centers. Power Assure partners include ABB, Dell, IBM, Raritan, and VMware.

Ready to achieve the best performance from your data center?

CALL US or VISIT OUR WEBSITE

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