

HP Insight Control and nlyte Software

Take the guess work out of rack and power planning

Quick reference card



Elevator pitch

HP servers are designed from the ground up to be among the best-managed servers in the industry. Along with HP Insight Control software, the servers enable customers to simplify day-to-day operations and make the most of every dollar spent on server assets, staff, energy, and infrastructure facilities.

nlyte Software is a leading provider of data center infrastructure management (DCIM) solutions. They offer one of the most complete, performance-based solution for DCIM, combining next-generation software, proven best practices, and unsurpassed expertise in data center management. The nlyte solution enables intelligent capacity planning resulting in the most efficient use of power, cooling and space through the optimal placement of data center assets.

Now, with Insight Control software and nlyte Software working together, the customer can take the guess work out of rack and power planning.

The opportunity—Data center power and cooling capacity are too expensive to waste. At \$15k to \$25K¹ per kW of power and cooling capacity, data center operators are keen to use every watt. But, server power requirements, which vary widely based on make, model, configuration, workload, and even operating temperature, make optimum usage challenging. Even in a modest data center, estimating the power needs of every device is time consuming, difficult, and error prone. Compounding the problem, the data traditionally used to estimate how much power a device needs has a huge error margin: Faceplate can be anywhere from 1.1x to 6x the power required for a device. Observed power can be as little as one-fourth the peak potential load of a device. To use the data center infrastructure fully, the customer has to know what equipment they have, where it's connected, and how much power it needs.

HP value proposition and differentiation

HP servers, Insight Control software, and nlyte Software can help safely utilize every watt. HP servers can “talk” to the electrical infrastructure and know where the infrastructure is plugged in. The servers and blade enclosures can also assess how much power is needed—this is measured when the servers power on.

Dynamic Power Capping safely provisions power and cooling based on what the workloads actually need—rather than an inflated estimate of what the devices might use. Insight Control software collects the rack inventory and server power demands, measures workload power use, and helps set the Dynamic Power Cap.

Insight Control software provides accurate view of IT power requirements to nlyte Software for visibility and utilization of data center assets. And by automating the whole process, we take out the errors and save time. By provisioning power and cooling based on accurate demand and controlling power use, Insight Control software and nlyte Software users can enhance space and power, and run the data center with confidence.

Solution positioning in the Enterprise Business portfolio

Data Center Smart Grid is a key tenet of the HP Converged Infrastructure approach to how all data centers in the future will be designed and delivered. This new partnership enables HP systems and management to communicate with one of the industry's most popular facility management tools.

¹ Cost Model: “Dollars per kW plus Dollars per Square Foot of Computer Floor”, W. Pitt Turner IV, P.E. with Kenneth G. Brill, Uptime Institute, 2008



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What do I sell?

- Insight Control software v. 6.1 or newer software licenses.

Qualifying/Discovery questions

Q1: Are you using Insight Control software now?

Q2: Are you having challenges deploying new servers into your environment?

Customer pain points and solution benefits

I don't know where my power is going.

I am running out of data center capacity.

I am budgeting off estimates. There has to be a better way to do my rack and power planning.

Facilities say I am out of power but my racks are only half full.

With Insight Control software and HP servers, customers can:

- Measure power usage for groups of servers, allowing the customer to know how many servers can be deployed per rack
- Enhance energy efficiency of the servers
- Cap power usage to fit more servers within the customer's existing power envelope
- Enable critical services to stay up during power and cooling failures by reducing power to non-critical servers.

With nlyte Software you can:

- Reduce data center operating expenses up to 20 percent annually*
- Decrease time to deploy new assets up to 50 percent*
- Prolong data center life up to five years*
- Get the information needed to attain a power usage effectiveness (PUE) rating of 2.0 or less*

Resources

For more information on power management and HP Insight Control software, visit: [HP Insight Control power management](#) site.

To learn more about nlyte products, visit: <http://www.nlyte.com>

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* Quocirca ROI Study Results.

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