



news release

from Aperture

For immediate release

Aperture Presents a Comprehensive Approach for Managing Costs and Increasing Energy Efficiency in the Data Center

Executive explores progression from reactive monitoring to proactive management at Next Generation Data Center Conference

Stamford, CT – August 13, 2009 – Aperture, an Emerson Network Power brand, and the leading global provider of software for managing the physical infrastructure of data centers, demonstrated how organizations can more effectively predict capacity changes, manage density and prolong the life of data center resources by evolving from a reactive monitoring model to a comprehensive performance management approach during the Next Generation Data Center Conference this week.

“In the past, it was sufficient for facilities management to track real-time data from infrastructure devices and monitor and respond to alerts and alarms,” Traci Yarbrough, product marketing manager for Aperture, told an audience of data center and IT professionals during the conference held in San Francisco. “As economic and availability pressures drive change within IT organizations and push infrastructures to the brink of their capacities, a comprehensive, proactive approach to *managing* the data center becomes critical to optimizing performance in today’s data center.”

Yarbrough explained a comprehensive management paradigm consists of capacity and change management functions, as well as the collection of operational (risk adjusted) data from infrastructure resources such as uninterruptible power supplies (UPS) and power distribution units (PDU), cooling systems and servers. This approach can enhance planning, help to close the gap between facilities and IT groups and ultimately enable performance optimization in the data center.

“Performance optimization is the pinnacle of the Data Center Infrastructure Management Maturity Model,” said Yarbrough. “By implementing a performance management approach, organizations gain the insight needed to manage density, maximize infrastructure capacities without overloading critical systems, prolong the life of data center resources and measure and communicate the cost of systems and applications now and in the future.”

Yarbrough also shared return on investment data from enterprises successfully employing performance management strategies. In one scenario, an organization operating a 10,000 sq. ft. data center leveraged operational data collected by Aperture’s data center infrastructure resource management system, Aperture VISTA, to right-size underutilized UPS equipment to match actual usage. The resulting five percent reduction in unit energy consumption resulted in \$73,000 in savings in utility costs alone.

About Aperture

Aperture software from Emerson Network Power is used to manage the physical infrastructure of data centers, reduce operational risk and improve efficiency through the planning and management of data centre resources and real-time monitoring of the environment. Emerson Network Power, a business of Emerson (NYSE: EMR), is the global leader in enabling *Business-Critical Continuity TM* from grid to chip for telecommunication networks, data centers, health care and industrial facilities. Emerson Network Power provides innovative solutions and expertise in areas including AC and DC power and precision cooling systems, embedded computing and power, integrated racks and enclosures, power switching and controls, infrastructure management and monitoring, and connectivity. All solutions are supported globally by local Emerson Network Power service technicians. For more information visit www.aperture.com. Learn more about Emerson Network Power products and services at www.emersonnetworkpower.com.

About Emerson

Emerson (NYSE:EMR), based in St. Louis, Missouri (USA), is a global leader in bringing technology and engineering together to provide innovative solutions to customers through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Sales in fiscal 2008 were \$24.8 billion and Emerson is ranked 94th on the Fortune 500 list of America’s largest companies. For more information, visit www.Emerson.com.

###

Media contact:
Mark Berry
Fahlgren Mortine on behalf of Aperture Technologies
614-383-1605
mark.berry@fahlgren.com