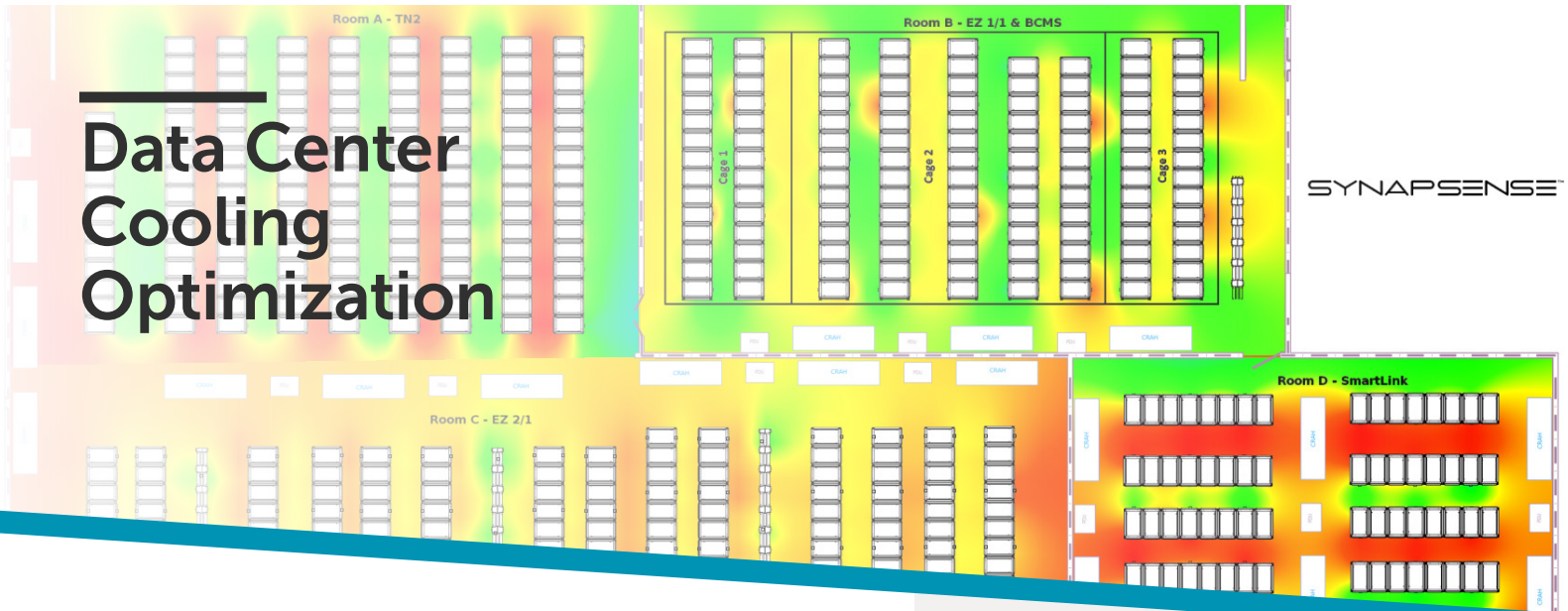


# Data Center Cooling Optimization

SYNAPSENSE™



## More Meaningful Connections

### Connected Financial Services

Technology puts the service into financial services, helping to create the connected, accurate and secure experience that today's customer or trading partner expects.

### Keeping Cool

Financial institutions rely on data centers and cooling is one of the biggest costs and management headaches. The standard approach to data center cooling has been to maintain a constant, cold temperature. However, as energy prices rise and as capacity concerns become more prevalent, data center operators need a more cost-effective solution than this one-size-fits-all approach.

## More Meaningful Technologies

### The Panduit Solution

Panduit has expert knowledge in Data Center Infrastructure Management (DCIM) including extensive experience working with financial services institutions. As part of our unique end-to-end service the Panduit® SynapSense™ wireless monitoring and cooling control solution delivers unrivalled results through a turnkey combination of hardware, software and services. SynapSoft® Software works with the SynapSense® wireless sensors and gateways to monitor, manage, and control cooling, connecting cooling capacity with fluctuations in IT load in real-time. Measurements can be displayed via maps or animated movies of temperature, pressure differentials, and humidity levels to identify developing hot spots or anomalies. Operators have the unique ability to track an issue and play back the sequence of events.

## More Meaningful Upsides

### Connect with Panduit

With a track record of achieving rapid ROI, Panduit's Cooling Optimization solutions offer a simple, staged approach to reclaiming stranded cooling capacity and avoids the capital expenditures associated with purchasing new equipment. This solution is proven to lower operational expenses and reduce cooling energy costs by up to 50%.



**800.777.3300**

Monday through Friday,  
8am - 6pm, CST