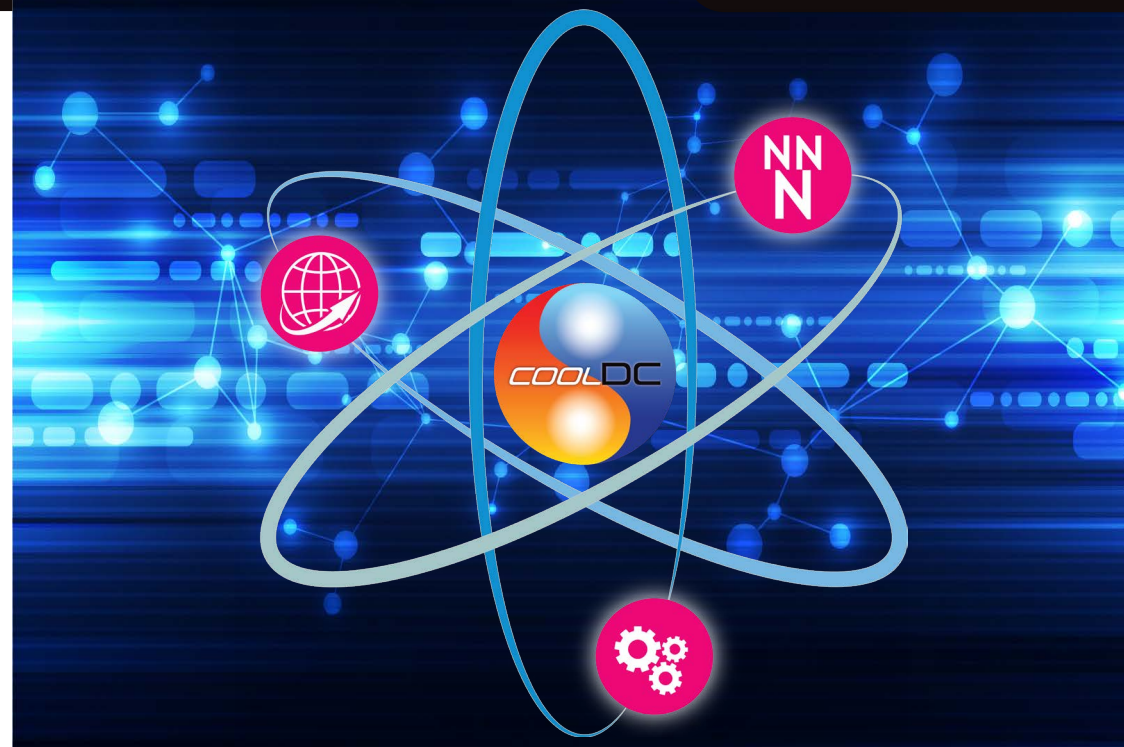


ABOUT RITTAL

- Founded in 1961 and part of the Friedhelm Loh Group, Rittal is one of the top 100 innovative companies in Germany.
- A technology leader, with awards for innovation in cooling and Data Centre Infrastructure Management.
- Product spectrum includes: enclosures, power distribution, climate control, IT infrastructure, software and service.
- >150 service partners.
- >1000 service engineers, based in 64 locations across the globe.



www.rittal.co.uk



MAKING THE DATA
CENTRE WORLD
#MORECOOL





As digitisation has increasingly come to characterise the world we live in, reliability and business continuity have become the watchwords of businesses whose clients expect 24/7 service availability.

Nonetheless, we have witnessed a succession of sensationalist headlines reporting IT ‘meltdowns’ or ‘failures’ effecting a wide range of business sectors, including banks and airlines.

The impact of an IT network failure can range from being unable to access emails and files, to interrupting production lines, logistics, payments and the availability of services to customers. As we have seen from a number of high profile examples, whether a loss of revenue or business, through to reputational damage, the consequences can be long-term and potentially catastrophic, particularly for smaller businesses.

Regardless of the type of IT application or process, the Infrastructure on which it runs is crucial.

Having the correct infrastructure can ensure a protective environment for IT equipment, reducing the probability of unexpected downtime. What is more, if the right systems are in place, potential issues can be detected *before* they arise, enabling pre-emptive action to be taken and failures avoided.

Numerous factors contribute to a protective environment. These include: ensuring **redundancy** by providing dedicated equipment that will be activated only in the event of a failure; **correctly housing equipment**; providing **resilience** in the power supply, and ensuring adequate and effective **climate control**.

Our partnership with market leader, Rittal, enables coolDC to provide the kind of protective environment required by increasing demands.



Since its foundation in 1961, Rittal has continuously evolved into the world’s leading IT systems provider for racks, power distribution, climate control, monitoring and security.

Today, ‘*Rittal - The System*’ offers users a perfectly coordinated system platform from which to operate.

This system unites innovative products, pioneering engineering solutions, and global service to accommodate even the most diverse requirements.

Key benefits of Rittal’s ‘System’:



Implementing **redundancy** into an IT project ensures that overall resilience remains high, providing protection in the event of unexpected issues, whether this a power outage or component failure. Rittal’s portfolio of products - from its power management to chillers and in-row cooling solutions - can all be linked and are therefore responsive if any issues arise.



Rittal’s product portfolio is engineered and produced by the company, with 1,500 patents under the Rittal banner. A ‘**whole system**’ approach ensures that when combining Rittal solutions, everything works together in harmony, guaranteeing the best performance and environment for clients’ IT equipment.



When it comes to data centre infrastructure, Rittal is the technology leader. With a **worldwide presence**, including 64 offices across the globe, all of the company’s experience with its customer base - which traverses many sectors - goes straight back into developing better products, and providing a better service to clients.