

CeBIT 2011

SOCOMEK GROUP steals the show with its data centre technologies

March 2011

It is Europe's largest technology show, widely regarded as the technological event of the year and one of the most influential IT expos in the world. CeBIT celebrated its 25th anniversary with a 2011 edition that was an unprecedented success, hinting at a recovery in the market or at least a renewed interest in innovation, following the lull of recent years.

From 1st to 5th March, 4200 exhibitors descended on Hanover to set up stalls in the 10,000 m² of exhibition space. The end-of-show report makes impressive reading: 7 million leads generated in 45 hours, 339,000 visitors from 90 different countries, 5000 journalists reporting the latest news on the participating companies, over 500 CIOs representing international groups. This year's turnout cemented CeBIT's reputation as one of the industry's most effective marketing platforms and a global arena for striking business deals.

SOCOMEK GROUP was in attendance with its UPS and SCP divisions, hosting a 100 m² stand in the "Business Communication & Networks" thematic area. The group's decision to take part in the event was essentially motivated by a single aim: to seize the opportunity provided by a corporate event to underline its reputation as a leader in the supply of complete solutions for high-efficiency data centres.

Public feedback was overwhelmingly positive, with numerous requests for documentation and detailed information on the various products, as well as many useful contacts. In particular the company adopted an effective and successful communication strategy, dividing its area into sections with instant visual impact, thanks to the optimum use of colours and icons as well as a booth set aside for training and one-to-one presentations.

The three thematic sections of SOCOMEK GROUP were: *Critical Power*, *Energy Efficiency* and *Communication*.

In the *Critical Power* section, visitors were able to get up close and personal with SOCOMEK UPS solutions for IT applications, specifically data centres.

For small-sized data centres, the company presented its 19" rack-mounted solutions: the Netys RT UPS from 1100 to 3000 VA, particularly suitable for the protection of servers and network devices, VoIP communication systems and control and video surveillance systems, simple to install and operate and incorporating communication software that optimises protection of the installed system; the Asys 16 A automatic transfer system; the Statys automatic transfer system from 32 to 1800 A; and the RACK PDU (power distribution unit).

Medium and large data centres were represented by models in the Green Power family, specifically Modulys from 20 to 240 kVA, Masterys from 10 to 120 kVA and Delphys from 320 to 400 kVA, all offering a certified efficiency of 96% (among the highest on the market) with on-line double conversion technology, and therefore guaranteeing the lowest power consumption with total load protection. For guaranteed availability and energy savings, the company presented its innovative BHC Interactive solution, the remote battery monitoring system that detects failures in the UPS and displays corresponding alerts to optimise battery lifetime. Meanwhile the field of CED and telecom applications was covered by the Delphys MX UPS from 250 to 900 kVA, which can supply large loads with a high power factor (up to 0.9 leading).

In the *Energy Efficiency* area, SOCOMEK GROUP opted to underline its power management capability with current transfer reading and analysis systems (load break switches, changeover switches, enclosures, cabinets...) providing the customary efficiency that has become a hallmark of the company. Once again the company emphasised its commitment to safeguarding the environment, not only with equipment that consumes less power while delivering the same

performance, but also with green practices such as the sourcing of manufacturing materials from local suppliers and the use of a single carrier. During the event the company also reaffirmed its participation in the UN Global Compact initiative and formalised its membership of the Green Grid association, which aims to improve the energy efficiency of data centres.

Finally, the centrepiece of the Communication area consisted of a workstation connected to the Internet, on which visitors were able to monitor the real-time operation of a number of UPS systems installed all over Europe thanks to the SOCOMEC geographic localisation system.

Company Profile

SOCOME Group is an independent manufacturer specialising in the distribution, control and quality of power supplies serving low-voltage electrical networks, industry and the services sector.

Created in 1922, the industrial group has developed two business areas: Trip and Low Voltage Protection Systems (circuit breakers, circuit breakers with fuses, switches, safety circuit breakers, electronic control and protection devices, boxes, cabinets etc.) and UPSs (uninterruptible systems, load transfer modules, rectifiers-battery chargers, harmonic equalisers, 400 Hz converters).

With 23 subsidiaries throughout the world, 9 industrial sites (France, Italy, Tunisia, India, China) and a 310 million euro turnover, SOCOMEC combines technological innovation and technical know-how with high-quality pre- and post- sales services.

SOCOME UPS, part of the group, is a leading company in the business continuity sector. It is the ultimate representative in terms of the following applications: ICT, Data Centres, Healthcare, Transport, Industry, Commerce, and Public Administration and Finance, devising efficient, reliable and scalable solutions.

SOCOME-branded UPS systems offer high performance levels and save a considerable amount of energy. The company observes the European Commission's Code of Conduct by adopting its best practices while participating in the UN Global Compact initiative; it has also signed up to the Green Grid association.

For further information: www.socomec.com