

Data Centre-in-a-Box Launched in India

Elliptical Mobile Solutions Green Data Centre now available in India

New Delhi, May 25, 2010: Elliptical Mobile Solutions (EMS), the world leader in the development of Micro-Modular Data Centres™ (MMDC) today launched its full range of unique data centre-in-a-box products. These vendor neutral, high-density, self-contained data centres include the award winning R.A.S.E.R., a full-height (42U) MMDC, the C³.S.P.E.A.R., a half height (24U) MMDC and the S.P.E.A.R also a half-height, armoured (22U) MMDC. The Data Centre-in-a-Box technology provides more than 50% savings in data centre cooling costs due to EMS patented Closed Loop Cooling technology, thus enabling users to substantially reduce their overall energy consumption.

EMS has pioneered the development of mobile, self-contained, high-density and energy-efficient data centres. The patents apply to its Relocatable, Adaptive, Suspension, Equipment Rack (R.A.S.E.R), and Self-Propelled, Electronic, Armoured Rack (S.P.E.A.R.). The company also offers a smaller version of the S.P.E.A.R. known as the Climate-Controlled Campus, Self-Propelled, Electronic, Adaptable Rack (C3-S.P.E.A.R.) which was show-cased at a press conference in the capital today.



EMS currently holds 5 patents that together incorporate revolutionary technologies into its data centres, offering companies wishing to set-up new data centres or relocate an existing data centre huge savings in capital, operational and energy costs. According to Don Kennedy, Senior Vice President International Sales, “MMDC reduces the costs to plan, build, and implement a new facility by up to 80% vs. a Traditional Data Centre (TDC). It has one fourth the footprint of TDC and reduces cooling and power consumption costs by over 50%. It is perfect green alternative for power hungry traditional data centers”

According to a study by the McKinsey Group, the data centre industry is the fourth largest producer of carbon dioxide emissions accounting for three percent of global pollution. Due to the industry’s continued growth and increasing power demands, the U.S. Department of Energy anticipates 14 new power plants will need to be built by 2012.

According to Gartner, The total data centre capacity in India is expected to reach 5.1 million square feet by 2012 and is projected to grow 31 percent from 2007 to 2012. The data centre industry in India is expected to double its capacity in the next two years, and captive and hosted data centres capacities will grow at comparable rates.

It is also estimated that 20 to 25% of businesses rely on leasing space in third-party data centre. “Given the rising security concerns both of data security as well as physical security, companies would prefer to own and operate their data centre. Cost of ownership and time to setup at TDC have so far being

impediments for the CSOs and CIOs in adopting this route. With the EMS MMDC it suddenly becomes possible", elaborates Sharad Srivastava of Grassroots Channels, who is responsible for bringing EMS to India. Grassroots Channels will manage the distribution and channels business for EMS on a turnkey basis.

EMS RASER was shortlisted among the top-three finalist in Infrastructure categories in recently concluded Interop 2010 in Las Vegas. USA.

According to Mr. Baskar Subramanian (Founder & President) of Green Quotient Systems Pvt. Ltd., a Chennai based IT Solutions company offering innovative set of Green Information and Communication Technology (ICT) products and services, "EMS MMDC will enable companies to achieve their green goals for a full year by simply switching from a power hungry traditional data centre to next generation, "all in a box" Data Centre from EMS. With increasing pressure on corporate IT heads to reduce carbon footprint and adopt green technologies, this solution offers the quick way to bring about noticeable and measurable change. Since it reduces overall operating costs by nearly 65%, it is great news for the CFOs."

The Micro Modular Data Center™ (MMDC) suits varied needs, from setting up a New Data Center, to Data Center Retrofit or Expansion. It is ideally suited for High-Density Zone, Remote Office Support, Offsite Data Replication, Disaster Recovery & Business Continuity planning and Infrastructure Upgrade and Hardening. "EMS approach to data centre architecture is logical that one wonders why no one thought about this earlier. MMDC is so simple and mobile that when one has to move office they can move their data center along too", adds Sharad. "Thankfully, many Corporates including SMEs will leap-frog straight to EMS solutions, thus saving their investors crores of rupees in IT infrastructure deployment."

Notes to the Editor:

About Elliptical Mobile Solutions:

Founded in 2005, Elliptical Mobile Solutions (EMS) is dedicated to bringing the most advanced IT solutions to market while improving energy, capital, and operational efficiencies. The R.AS.E.R., S.P.E.A.R. and C³-S.P.E.A.R. Micro-Modular Data Centers have been recognized for breakthroughs in rack-level-density, rapid deployment, mobility, as well as space, power, and cooling efficiencies. Headquartered in Chandler, Ariz., EMS has more than 100 associates in locations around the globe.

About Grassroots Channels:

Grassroots Channels is the entrepreneurial venture of Sharad Srivastava. It offers a unique solution of Build-Operate-Transfer model for setting up clients' businesses in India and South Asia. It is offering turn-key marketing partnerships to Indian companies which wish to take their products to a global audience.

Grassroots Channels India is a unit of dStor Technologies Pvt. Ltd. For more details visit www.GrassrootsChannels.com

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