



# Datacenter Solution Spotlight

## Datacenter Infrastructure Redesign

Client: Marketing Firm  
Location: Atlanta, Georgia

### Business Need

In response to growth, the customer was expanding its office space to additional floors of its existing building and looking for options to redesign its datacenter environment. The current system was located in a room that was used by other businesses in the building, which led to data security concerns. The wiring racks on the walls of the room were also shared by multiple businesses, cluttering the small room and impeding proactive system maintenance.

The firm wanted a datacenter large enough to accommodate future expansions while providing the proper infrastructure to fully support power and cooling needs now and in the future.

The customer was familiar with APC products and felt that an APC infrastructure was appropriate for its new datacenter needs. As both a leader in datacenter design and an APC Elite Data Center Partner, MCPc was chosen as the ideal provider to lead the execution of the project.

### Solution

As an APC Elite Data Center Partner, MCPc has access to APC's InfraStruXure datacenter design software. Using this tool, MCPc designed and presented multiple configuration options to the customer and helped them determine which design worked best for their needs.

MCPc recommended using the basement of the building for the new datacenter. This allowed for elements such as racks and power supplies to be constructed from scratch to meet the power and cooling specifications the customer required. The newly designed room also provided space for extra racks, which can be installed as the marketing firm continues to grow.

The complete datacenter infrastructure provided by MCPc included rack enclosures, an uninterruptible power supply (UPS) system, power distribution units and a security system. In addition, APC InfraStruXure Central -- a proactive management tool that monitors all aspects of the datacenter's physical infrastructure -- was installed.

### Results

The datacenter is more organized, allowing easier access to remove servers and storage arrays for maintenance. Hardware is also easier to update than it was in the previous datacenter, leading to fewer business disruptions during additions, moves or changes as the company continues to grow.

APC InfraStruXure Central provides proactive management of the infrastructure. The customer's IT staff is automatically alerted of any problems or issues in real time, leading to increased network performance and uptime.

Additionally, the dedicated room provides greater data security, allowing only the organization's IT staff to access the datacenter and other critical hardware.

Is your organization in need of a datacenter redesign? MCPc can provide recommendations and design a solution that meets your unique requirements.



### Highlights

This marketing firm was expanding its office to additional floors of its existing building and needed a redesigned datacenter. MCPc designed and installed a complete datacenter infrastructure, including proactive management software that alerts the IT team in case of potential server issues. The relocated, dedicated datacenter is more organized, easier to maintain, scalable to growth and provides improved data security.

### Benefits

- Fewer business disruptions during server updates and maintenance due to the clean, organized design of the new datacenter
- Increased uptime, thanks to proactive monitoring and alerts from APC InfraStruXure Central datacenter management software
- Improved security since the client's IT staff are now the only ones with access to the datacenter

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