

# Vertiv Solutions Guide

Perfecting Partnership Together



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# Welcome

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**PERFECTING  
PARTNERSHIP  
TOGETHER**

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Memory Bank and Vertiv™ would like to introduce to you our Reseller Solutions Guide, that has been designed to help you, our valued Reseller customers, understand the benefits of partnering with Vertiv, how to sell the Vertiv Solution and how to take their products to market.

We want you to offer Vertiv products with confidence when you are closing your day-to-day deals. Our teams are on hand to support you every step of the way.

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We hope you find the pack useful and look forward to working together.



# Partnership overview

## Memory Bank partnered with Vertiv™ in 2003 to become a proactive Value-Added Distributor for the Irish IT Reseller Channel.

Since that time their partnership has developed, Memory Bank is now Vertiv's leading Irish Value Added Distributor.

### MONEY TO BE MADE

Opportunity and profit are being left on the table when you are closing your day-to-day deals. We want you to be able to offer Vertiv with confidence, as a complimentary or alternative to other leading brands you are already selling.

#### Products

Memory Bank stocks the top 150 Vertiv fast moving products at all times and have access to their full product range on acceptable lead times.

#### A market-leader in critical infrastructure technologies

Vertiv has raised the bar in the areas of power, cooling, access, control, monitoring, and manageability.

Installing the right products can make a world of difference to running a company effectively.

Their infrastructure monitoring, intelligent controls and centralised management systems work together to increase equipment availability, utilisation and efficiency, helping to keep datacentres not just running, but running at peak performance.

Their monitoring solutions offer visibility and control, to help make intelligent and cost-effective decisions. Using real-time information to plan and manage resources with confidence.

#### Unplanned downtime affects every aspect of businesses

That's why Vertiv offer reliable and efficient products that work together to safeguard mission-critical networks.

Your customers' business can't afford to go down. From retail to public sector and manufacturing to co-location, they all have one thing in common: they need a highly reliable, agile IT backbone that ensures they can deliver the best and most efficient services, every time. Discover how you can provide unmatched reliability and protection and help them build a solid foundation with Vertiv.

Vertiv offers problem-configured critical infrastructure technologies, rapidly deployable intelligent hardware and software, and customised solutions to meet specific requirements and needs.



# Why Choose Vertiv?

Vertiv™ provides a comprehensive portfolio of power supply, cooling and IT infrastructure and services. With Vertiv's solutions, you can ensure your customers' mission-critical applications run uninterrupted, deliver the best performance and grow in line with their needs.

Vertiv's world-class comprehensive portfolio gives partners access to one of the largest incremental opportunities in IT from their core brands including Geist™, Liebert® and Avocent®

They are margin rich to ensure you maximise your profits and remain competitive in the market.

Years of expertise within the industry has allowed Vertiv to build a strong portfolio and team to support you with end to end support.

Earn real rewards and gain a competitive edge through the **Vertiv™ Partner Program**.



*Vertiv have been a key partner of ExcelRedstone for a number of years given their unrivalled depth of power and cooling solutions. From initial joint client engagement through to delivery and implementation we have found the Vertiv team's support and knowledge invaluable in ensuring the needs of our Clients are met and demonstrates a true partnership. ExcelRedstone and the Vertiv UK team have collaborated on a number of recent large scale projects and we look forward to continuing our relationship as we expand further into Europe, the USA and APAC and we are able to leverage Vertiv's global capabilities.*

**John Smethurst**

Sales Director for Vertiv Diamond Reseller Partner,  
ExcelRedstone



**Vertiv Partner**

## OUR BRANDS

**Avocent®**  
IT Management

**Liebert®**  
AC Power and Thermal

**Geist™**  
Rack PDU

# Grow your Business!

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Your customers' can't afford to have their IT infrastructure go down. Vertiv™ has built their capabilities on delivering reliable facilities and IT Infrastructure optimisation solutions that ensure Business-Critical Continuity.

## What can Vertiv's portfolio bring to end users?

Optimisation of their critical infrastructure - Vertiv promise to **maximise the availability, capacity and efficiency of their critical infrastructure.**

Vertiv can provide the ideal and complete solution for their business: their product range brings together everything you need in order to have their business up and running at any moment, but at the same time have quicker and easier access to the infrastructure.

Vertiv provides hardware and software products that offer a complete solution for infrastructure management and, besides having all these products under one roof, they also have the right people you need: **IT experts, sales consultants and technical support teams** - an entire team focused on the challenges brought by your customer.

Therefore, if your client is looking to optimise their infrastructure by investing in one organisation, rest assured that Vertiv is a sound choice.



# Channel Team on hand



## Distribution Manager

Bridging the gap between our resellers and distribution support, Vertiv's Distribution Manager is on hand for queries with deal registration support and day-to-day enquiries.

## Partner Managers

As you grow with Vertiv, you will be allocated a dedicated Vertiv Partner Manager who will be on hand to help you set up growth plans to achieve your targets, assist you with training as well as support you with closing your day-to-day Vertiv opportunities.



## Sales Engineering

Pre-sales support is on hand to have those technical conversations with you or your customers to identify your requirements and help you build your solution with Vertiv's product portfolio.

## Channel Marketing Support

Whether it be a joint advertising campaign, stepping into the world of social media or a joint event with you and your customers, Vertiv are on hand to deliver marketing support at every step of the way. Helping you drive demand out to your end users and ultimately accelerating sales together.



## Inside Sales

As a support to the whole team, Vertiv's inside sales representatives ensure fast response times on any enquiries you or your customer may have.

## Sales Support

For any queries around pricing, lead-times, and logistics queries, Vertiv's sales support team are available to assist you to ensure a smooth customer experience.



## Regional Channel Director

We know that sometimes you may want to put forward some praise or constructive feedback, and at times require support with escalations when things haven't quite gone to plan. Vertiv's regional channel director is your go to contact to diffuse these situations and put your mind at ease.

# Distie with a Difference

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We are a fast growing, agile and innovative Distributor specialising in the IT Infrastructure market and delivering comprehensive datacentre solutions.

**Whether you're embarking on a complex project or small, one-off installation, our team has the training, expertise and resources to help you build the solution you need.**

#### **A high level of dedicated, honest and reliable service**

We provide a quick turnaround on all quotes, flexible delivery options, alongside pre- and post- sales and technical advice to ensure you receive the best possible solution.

#### **Industry experience**

As specialists in IT infrastructure solutions, we have a sound understanding of the marketplace, technology and our customers' drivers. Fusing our expertise with Vertiv's comprehensive, industry-leading portfolio, ensures we can deliver robust, best-in-class solutions catered to your individual needs.

#### **Commitment to deliver the best pricing**

We will keep you up to date with the latest Vertiv promotions and notify you if we believe your project is eligible for enhanced discounts. We also recognise when significant opportunities require a bit more flexibility and are more than happy to support your case with Vertiv to ensure you get the best price possible.

#### **In stock and ready to ship**

We have a broad range of Vertiv products in our warehouse ready to go! Plus, with your guidance we can pre-order stock from Vertiv in preparation for your upcoming projects to ensure things run smoothly and your lead times are kept to a minimum.

#### **Marketing support**

If you are looking to drive demand and awareness out to end users, we can collaborate with Vertiv on marketing support to enable you to boost your sales and generate leads.

Just like your business, we are ever evolving as a distributor and strive to develop with you. If there is anything else outside the above that you would like support with, please do not hesitate to contact your Memory Bank Account Manager today. We are more than happy to help!



# How to sell

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## WHO DO I TARGET?

- › Data Centre Managers
  - › IT Managers
  - › Network Managers
  - › Infrastructure Managers
  - › Systems Managers.
- 

## WHAT DO I ASK MY CUSTOMER?

- › How do you manage your servers remotely?
  - › What technology do you use to manage hubs/routers/firewalls remotely?
  - › How many servers do you manage?
  - › How many network appliances do you manage?
  - › Do you have multiple Datacentres/branch offices?
- 

## ARE YOUR CUSTOMERS TALKING ABOUT THESE ISSUES?

- › Convergence
  - › Provisioning
  - › SLA's
  - › High density computing
  - › Consolidation
  - › Centralised management
  - › Disaster recovery
  - › Uptime
  - › Security
  - › Scalability
  - › Redundancy
  - › Continuity
  - › Virtualisation
  - › Service processors
  - › Remote connectivity
  - › Power monitoring
  - › Process Automation
  - › Capacity Planning
  - › Out-of-Band Architecture.
- 

## CHALLENGES YOUR CUSTOMER MAY BE FACING:

- › Power consumption
  - › Virtualisation "sprawl"
  - › Availability
  - › Efficiency planning
  - › Rising costs
  - › Complexity
  - › Security & Compliance
  - › Tools for IT Staff.
- 

## THE VERTIV™ SOLUTION CAN HELP ANSWER

- › How much rack capacity do you have left?
  - › How much power is your data centre using?
  - › How would you know which physical servers are hosting which VMs?
  - › Would you know where you installed the new HP®/IBM®/DELL® server last week?
-

# Focus Questions

## Focus questions to help you add Vertiv to your sale.

At Memory Bank, we aim to not only to provide you with a personable, friendly & honest service, we want to ensure we give you all the available tools to maximise your margin on every opportunity.

By asking your customers the following questions, you can familiarise yourself with their needs and expectations and, in doing so, provide even better customer service.

### APPLICATIONS

- What would happen if the power went out at your facility right now?
- Have you thought about the impact of damaged or corrupted data?
- If you have a converged data-voice network, have you protected all critical switches?
- If you have virtualised your servers, have you considered the impact on your UPS equipment?
- How much energy do your UPS units consume? How efficient are they?
- How often do you refresh and maintain your IT hardware (including servers)?
- What about your UPS equipment?

### UPS FOCUSED QUESTIONS

- What size UPS do you need (kVA or amperage)?
- What voltage is currently available at the site?
- What voltage do you need?
- What runtime do you want?
- Are there any clearances or size constraints we should know about?
- What are the bypass requirements?
- What type of input and output connections are required?
- Is there a generator on site?
- Does the UPS need to be scalable?
- Do you need redundancy?
- Do you need a maintenance bypass switch?
- When did you last check the batteries in your existing UPS units?

### PDU FOCUSED QUESTIONS

- Do you have people entering the data centre to cycle power?
- What type of power feeds do you have? (110v,208VF,220V)
- Do you have the ability to maintain server connectivity and vie the reboot process when you issue a remote powercommand?
- Do you have servers with multiple power supplies?
- Do you have centralized management of your power?

### AVOCENT QUALIFYING QUESTIONS

- How many servers do you manage?
- How many servers do you manage remotely?
- How many network appliances do you manage?
- Do you have multiple Datacentres/ branch offices?
- What technology do you use to manage hubs/routers/firewalls remotely?
- Do you have UPS in place for all your Business Critical IT hardware?
- How many racks do you have?
- What are your key objectives for this year?

### KVM FOCUSED QUESTIONS

- Do you have servers in multiple locations?
- Do you need local remote access to your equipment?
- Do you need the ability to transfer files to a server even if the server is offline?
- How many servers do you have in your datacentre?
- How many concurrent users need to access the equipment?

### ADVANCED CONSOLE SERVER - FOCUSED QUESTIONS

- How many servers and how much networking equipment do you connect through serial connections?
- What do you manage through serial connectivity? (access, monitor, and trouble shoot)
- When troubleshooting your equipment would it be of value to have a complete history of activity?
- Do you prefer accessing serial devices through SSH or browser?
- Is the power AC or DC? Single or dual?
- Do you connect remotely with dial up?

### SERVICE

- Do you need immediate service centre response?
- What kind of parts and labour coverage do you need?
- Do you want any type of preventive maintenance?



# Architects of Continuity™

**89% of Fortune 500 retailers** use Vertiv power, cooling and infrastructure management solutions for retail digital transformation in all locations: stores, distribution centres, warehouses and data centres.

[Vertiv.com](https://www.vertiv.com)



# IT Infrastructure Made Easy

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## Uninterruptible Power Supplies (UPS)

The critical systems that sustain your customer's business operations can't go down. Vertiv improves uptime with a full range of innovative Liebert uninterruptible power supplies (UPS) and future-proof, integrated UPS systems, that will cover the backup power needs of their IT infrastructure, from small computer rooms at the network edge to enterprise and hyperscale data centres.

### Liebert® PSP UPS, 500-650 VA

Cost-convenient, full featured UPS that delivers cost-effective power protection in a compact package. The UPS provides battery-backed sockets and a surge protection-only socket. The UPS battery offers four minutes of backup power at full load — ample time to shut down protected equipment if an outage occurs.



### Vertiv™ Edge UPS

A family of highly reliable, efficient, manageable, and flexible line interactive sinewave UPSs, with models ranging from 500VA to 3000VA in 1U, 2U, 3U, mini-tower, rack tower and rack-mount form factors (depending on model). With a high 0.9 power factor, controllable outlets, and extended runtime options, Vertiv Edge is a cost-effective choice for protecting server and networking equipment in distributed and Edge IT applications.



### Vertiv™ Edge Lithium-Ion UPS, 1500-3000VA

The Vertiv Edge Lithium-Ion line interactive UPS provides both power conditioning and battery backup to critical IT equipment such as servers and network gear ensuring business-critical applications are protected in the event of an unanticipated loss of power or an unprecedented power surge. This UPS protects against a wide range of power fluctuations and automatically switches to battery backup when power loss is detected and offers a 0.9 output power factor (PF) with a less than 6 millisecond transfer time to ensure your most critical assets are protected.





# With Great Power

## Comes Great Efficiency

Why not choose the most enhanced power protection for your IT Edge applications whilst saving energy?

With the new line-interactive **Vertiv™ EDGE** UPS there is no trade-off.

Available as rack-mountable or monolithic, this highly-efficient and compact unit has the super-powers to protect your IT loads *and* your budget.

- **Includes FREE Vertiv™ Power Assist monitoring software and 2-year warranty\***

## What's Their Edge?

[Vertiv.com/WhatsTheirEdge\\_EMEA](https://www.vertiv.com/WhatsTheirEdge_EMEA)

\*Warranty period begins with delivery, as per Vertiv warranty terms. Warranty available only upon registering the unit.

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# IT Infrastructure Made Easy

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Your customer's businesses are looking to IT to support new edge applications and migrate computing and storage closer to consumers, associates and devices. But they can't do it alone.

Vertiv™ delivers a broad portfolio of intelligent infrastructure systems, software and services that address the reliability, scalability and management challenges your customers face as their edge evolves. No matter what their challenge is, Vertiv has the solution.

## Liebert® GXT5 UPS, 750 VA - 20 Kva

An online double conversion UPS solution which offers premium power outage protection and continuous power conditioning in a compact and flexible deployment system. It protects critical equipment from all power disturbances due to blackouts, brownouts, sags, surges, or noise interference.



## Liebert® EXS UPS, 10-60 kVA

Combining compact design and improved performances with the ability to provide the utmost active power possible in a compact footprint. Its improved design reduces its footprint to a minimum and enhances its double conversion efficiency up to 96.2%, providing continuous power protection with optimised internal runtime in a standalone solution.



## Liebert® APM UPS, 30-60 kVA

The Liebert® APM is a versatile and modular, transformer-free UPS designed to operate with a maximum energy efficiency of up to 96.3% for the protection of medium to large-sized business-critical applications.

## Vertiv™ Liebert® GXT5 Features

**Compact rack/tower design**  
Space-saving UPS provides rack space optimization and flexible installation.

**High power factor (1.0)**  
More usable power enables more connected loads saving space and costs.

**Efficiency (up to 95%) in online mode**  
Energy Star 2.0 certification. Higher efficiency means an optimized energy management and lower heat dissipation, for energy savings and improved reliability.

**Parallel/redundant operation capability 2+1**  
For 10, 16 or 20 kVA models, configurations up to 2+1 redundancy support maximum availability and enables growth as load demand increases.

**Colored graphic LCD with gravity sensitive orientation**  
User-friendly interface provides insight to UPS status for easy installation, configuration and operation.

**Integrated Battery**  
With self-test and detection capability

**Battery Cabinets with auto-detection**  
Be confident the UPS is set up correctly to report available runtime when used with external battery cabinets.

**Efficiency (up to 98%) in Active ECO mode**  
Superior protection with maximum efficiency.

**Product warranty**  
Comprehensive coverage through a standard two-year advanced exchange warranty.

# Product Overview

## Power Distribution Units (PDU)

Increasing rack power density both in the data centre and at the network edge means that reliable power distribution is crucial. Vertiv's innovative power distribution units and rack PDUs not only maintain power, but they also enable them to support your customer in any challenges their IT infrastructure might face. From basic PDUs, to monitored and switched rack power distribution units, to locking receptacles, Vertiv's solutions will offer the power distribution your customer needs, as well as remote monitoring and management of their assets' power usage, so they can rest assured everything is running at peak performance.

### Vertiv Geist Switched Rack PDU

Vertiv Switched rack PDUs (rPDU) provide a comprehensive view of critical IT equipment power usage, both at the rack and via remote access with the added ability to remotely turn on, turn off, or reboot power at each outlet. Switched rPDUs are available in a variety of electrical and receptacle configurations.



### Vertiv Geist Metered Rack PDU

Vertiv™ Geist™ Metered rack PDUs (rPDU) deliver reliable power to critical IT equipment within a rack or cabinet. Includes a local LED display to view real-time power data. Every unit is 100% tested for reliability and functionality.



### Vertiv Geist Monitored Rack PDU

Vertiv Geist Monitored rPDU provide a comprehensive view of power usage, both at the rack and via remote access while continuing to provide reliable power distribution to critical IT equipment. Monitored rPDUs are available in a variety of electrical and receptacle configurations.



## Power Distribution Units (PDU)



### Vertiv™ Geist™ UPDU, Universal Power Distribution Unit

The Universal PDU is a versatile rack power distribution unit featuring a universal input and detachable Facility Side Cable (sold separately). The Universal PDU supports common AC power configurations ranging from 16A-60A and 120V-415V. Available in basic to intelligent models featuring advanced remote power and environmental monitoring and optional outlet level switching. The universal design simplifies critical IT infrastructure deployments by allowing a single model to be installed globally.



### Vertiv Geist Basic Rack PDU

Vertiv Basic rack PDUs (rPDU) provide reliable power distribution to critical IT equipment within a rack or cabinet. Basic rPDUs are available in a variety of electrical and receptacle configurations.

**Contact Memory Bank to discuss your requirements**

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# Time for a Tech Refresh?

## They've Come to the Right Place.

Lead your customers' Edge revolution with the latest power, cooling and remote access technology from Vertiv to quickly deploy and protect their IT spaces.

## What's Their Edge?

[Vertiv.com/WhatsTheirEdge-Solutions](https://www.vertiv.com/WhatsTheirEdge-Solutions)

Multiple Edge solutions in a single  
**Vertiv™ VR Rack:**

- **Vertiv™ Edge UPS** reliable, efficient power protection
- **Avocent® ACS** advanced serial console servers
- **Avocent®** LCD local rack access console
- **Vertiv™ VRC** rack-based cooling
- **Vertiv™ Geist™ UPDU** universal connectivity



**Join the award-winning Vertiv Partner Program!**  
Free sign up. No minimum sale. Rewards from Day 1. Simple.  
**Sell. Earn. Repeat.**

## Rapid Deployments Everywhere Your Customer Operates

Standardise their deployments around the world and bring them online faster with the Vertiv™ VR rack. The Vertiv VR Rack supports a wide variety of equipment, including servers, storage, switches, routers, PDUs, UPSs, console port servers and KVM switches.

The Vertiv VR Rack is delivered ready for high density environments to serve mission critical needs — even as they evolve and change. This rack gives your customer the flexibility they need with easy installation.

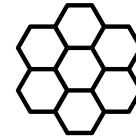
### The Vertiv™ VR Rack offers these advantages:

- ☑ Available in 8 standard sizes.
- ☑ Full depth adjustability of the 19" rails.
- ☑ Frame design allow for more than 2.5" more usable depth than similar sized racks.
- ☑ Doors that have 77% perforation and can be hinged on either side.
- ☑ Tool-less removable top panel has four cable entry holes allowing for up to 2000 Cat6 cables, or 60A PDU plugs.
- ☑ Two dual purpose full height depth adjustable PDU / cable management brackets mounted in the zero U space with tool-less button mounting of rack PDUs, accessory mounting holes for tool-less cable management accessories, and integrated cable tie off positions.
- ☑ 42U frame height that allows for the rack to pass through standard doors on casters.
- ☑ Simple external baying, allows for metric baying or on 24" centers.
- ☑ Split side panels with single locking slam latch allows for easy single person removal / installation.



### High Density Cable Entry Top Panel

Removable openings for cable entry — ready for front / rear cabling. Can accommodate over 2000 Cat 6 cables.



### Doors

Single and split 77% perforated doors providing maximum airflow. Lift off hinges for easy removal, and field reversibility.

### Frame

More usable depth compared to similar sized rack.



### Tool-less Cable Management

Requires just inserting and twisting the tool-less accessories on 19" vertical mounting rail, or the PDU / cable management brackets.



### Integrated 19" Rail Alignment

Ensures 19" rails are positioned correctly without measuring.



### Split Locking Side Panels

For quick and easy installation and maintenance. Locks provide security.



### Leveling Feet

Accessible from the top of the frame for easy adjustment.

# Monitoring & Management

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## Serial Consoles & Gateways

When management of IT equipment is needed, and IP connectivity isn't an option, a serial console provides remote access for port configuration, upgrades, troubleshooting, and disaster recovery. Let's build an intelligent IT management ecosystem, with innovative serial console servers, that allow your customer to securely manage in-band and out-of-band networks via serial port access. They'll also help them simplify installation and provisioning through one-time creation and push of configuration files and firmware.

### Vertiv™ Avocent® ACS 800 Serial Console

The Vertiv™ Avocent® ACS 800 serial console system takes Vertiv's renowned enterprise class technologies utilised in datacentres around the world and packages the key features into an exciting compact and cost-effective form factor. The ACS 800 provides serial access, environmental monitoring, IoT integration and remote networking capability to edge-oriented market sectors including financial institutions, retail chains and education.



### Vertiv™ Avocent® ACS 8000 Serial Consoles

The Vertiv™ Avocent® ACS 8000 Serial Consoles deliver secure in-band and out-of-band visibility and control to downstream equipment in enterprise datacentres, as well as cloud and colocation facilities. Now with cellular capabilities, the system provides flexibility to access devices when wired networks are down (failover) or unavailable at the location.





# Manage IT

## Even When They Can't Be There

The **Vertiv™ Avocent® ACS 8000** serial console delivers in-band and out-of-band serial access to remotely manage Edge IT devices anywhere in the world.

And with the new **cellular connectivity** and environmental sensor features, your customer can truly take remote management to the next level.

## Secure KVM Switches

If your customer needs to guard against cyber intrusion or are managing both classified and non-classified projects at the same time, secure KVM switches provide the protected access they need to peripheral sharing devices. They can securely interact with multiple computers or displays with zero delay switching, while removing threats from untrusted, shared devices that risk data leakage, transfer, or crosstalk. We're here to assist you in meeting the stringent government specifications, through a holistic range of secure KVM switches.

### Vertiv™ Cybex™ SCM100 Series Secure Desktop Matrix

The Vertiv™ Cybex™ Secure Desktop Matrix allows users to securely interact with multiple computers and observe two active computers simultaneously. Designed for Common Criteria Protection Profile for Peripheral Sharing

Device (PSD) v.4.0, the Cybex Secure Desktop Matrix is ideal for environments where monitoring and managing of multiple computers, covering various degrees of secure data is required.



### Vertiv™ Cybex™ Secure MultiViewer KVM Switch

The Vertiv™ Cybex™ Secure MultiViewer KVM continues to provide the KVM solution required in accessing both classified and non-classified data. Through an all new, universal video port connector, the Cybex™ Secure MultiViewer supports a mixture of DP, HDMI, and DVI-D

video connections without needing adapters. The Cybex™ Secure MultiViewer can be used in either a single or dual display scenario with up to 16 computers on a single screen and features such as tiling, windowing, and touch screen and features as tile, scale, picture-in-picture (PIP), or custom layout.



### Cybex SC800 Series Secure Desktop KVM Switches

The Cybex SC800 series secure desktop KVM switching portfolio offers a proven solution for guarding against desktop cyber intrusion. These switches, that switch between networks at the push of a button, are certified

to meet the NIAP Common Criteria Protection Profile for Peripheral Sharing Switch ver. 3.0. They provide high resolution compatibility utilising HDMI, DisplayPort, and DVI technology. The SC800 series models support 2, 4, or 8 networks, a single monitor, and CAC through a dedicated port.



### Cybex™ SC900 Series Secure Desktop KVM Switches

The Cybex™ SC900 series secure desktop KVM switching portfolio offers a proven solution for guarding against desktop cyber intrusion. These switches, that switch between networks at the push of a button, are

certified to meet the NIAP Common Criteria Protection Profile for Peripheral Sharing Switch ver. 3.0. They provide high resolution compatibility utilising HDMI, DisplayPort, and DVI technology. The SC900 series models support 2, 4, or 8 networks, two monitors, and CAC through a dedicated port.



## Secure KVM Switches

### Cybox SCKM100 Series Secure Desktop KM Switches

Access up to four systems simultaneously and navigate between systems effortlessly. The Avocent SCKM switch provides real-time access to up to 4 systems at a time from a single keyboard and mouse.



### Avocent LCD Local Rack Access Console

The Vertiv™ Avocent® Local Rack Access (LRA) Console provides the simplicity, efficiency, and ease of use to make it the ideal datacentre access point. When connected to a KVM switch, the LRA line enables easy access to multiple servers making software upgrades, troubleshooting, system monitoring, convenient, less time-consuming and protecting uptime. Compatible with all Vertiv Avocent datacentre KVM switches, it includes a widescreen LCD console tray, full desktop-style keyboard with touchpad.



## KVM over IP switches

Let's take the efficiency and performance of your customer's critical facility one step further, by enabling improved local and remote management of their servers and power usage control, through future proofed KVM over IP switches. Discover Vertiv's digital high-performance KVM systems, built with the customer in mind, that provide seamless access and sharing capabilities between multiple computing resources remotely or from one location and deliver a high-fidelity, pixel-perfect experience to users.

### Vertiv™ Avocent® ADX Ecosystem

The Vertiv™ Avocent® ADX Ecosystem is built upon a secure common architecture which seamlessly integrate and scale to create an open yet resilient IT management platform – from Enterprise to Edge configurations. Avocent ADX Ecosystem provides the highest performance and agility, security, and enables automation, management, monitoring and control of all your devices like no other solution in the market.



### Avocent HMX 8000 High Performance IP KVM Systems

The Vertiv Avocent HMX8000 IP keyboard, video, and mouse (KVM) system is a high-performance extender offering 4K video over a single fibre connection, along with audio and universal serial bus (USB). It delivers pixel-perfect, colour-accurate picture quality with 4K resolution at 60Hz using the USB 2.0 specification for fast switching, making it the preferred solution for broadcasting, postproduction, and other applications where high resolution and zero latency are required.



## KVM over IP switches

### Avocent HMX 6000 High Performance KVM Systems

The Avocent HMX 6000 Series is an IP-based high performance KVM extender that can be part of a fully matrixed KVM solution when an HMX Advanced manager is added to the solution. This enables you to locate your critical computing hardware in a secure and temperature-controlled environment away from the user workstation, while maintaining a pixel perfect desktop experience.



### Avocent HMX 5000 High Performance KVM Systems

The Avocent HMX Digital High Performance KVM system is designed for organisations that need to provide workers the ability to seamlessly access and share one or more computing resource(s) which are physically separated from their work environment. This solution provides users an “at-the-desktop” experience from their workstations to any appliances, PCs or computing resources attached to the HMX IP network



### Vertiv™ Avocent® HMX 6500R | High Performance KVM Receiver

The Vertiv™ Avocent® HMX 6500R High Performance KVM System receiver delivers KVM and VM access without requiring additional hardware or compromise on KVM functionality. By incorporating Virtual Desktop Infrastructure (VDI) protocols into the receiver, the Avocent® HMX 6500R allows all operators to access all machines in a more efficient way. It is ideal for demanding applications such as broadcast, control rooms and collaborative environments.



### Avocent MergePoint Unity Digital KVM Switches

The Avocent MergePoint Unity Digital KVM Switch includes both KVM-over-IP and serial console management technology. Centralise the management of the switches with DSView 4 Management software.



### Avocent LV 5000 KVM Extender Series

The Avocent LV 5000 series of high-performance extender solutions provide an at the desktop experience in environments where conditions make it advantageous to operate and manage critical business systems from a secure, monitored location.





## KVM over IP switches

### Avocent LV 4000 KVM Extender Series

The LV 4000 Series can transmit a single or two single Link DVI video streams, USB 2.0 and analog audio over a single or multiple CATx cables. The LV4000 series has been designed to provide industry-leading video clarity, compatibility, and high rack densities.



### Avocent LV 3000 KVM Extender Series

Avocent LV extension solutions enable you to increase the distance between the user and the target system. Extension solutions are ideal for broadcast, IT, industrial, transportation, emergency management and defence/military applications.



### Avocent Matrix Digital High Performance KVM System

The Avocent Matrix Digital High Performance KVM system provides a highly scalable and configurable way to connect hundreds of users to thousands of servers and workstation equipment in a secure, real-time manner. By providing high-definition video, audio, and exceptional USB performance is ideal for control room and user extension applications in Government, Broadcast, Post Production, Enterprise datacentres, Industrial, and Transportation environments.



### Avocent® HMX Advanced Manager

The Avocent® HMX Advanced Manager is an integral piece of the Avocent high performance family of products. The advanced manager connects hundreds of HMX transmitters and/or receivers with numerous switching methods. With centralised management, it is easy to navigate while receiving real-time, zero lag connectivity. The Avocent® HMX Advanced Manager provides a secure, scalable solution with the opportunity to grow with your operating needs.



### Avocent Rack Mount Power Supply

Low-voltage devices, like the Avocent® HMX and Avocent® LV Extender, often require the use of external power supplies and Avocent power supplies provide great reliability and efficiency. When IT infrastructures, require greater flexibility and efficiency, the Avocent® RMPSU delivers the same reliability of Avocent's traditional power solutions but with economies of scale and convenience that aren't possible with external power supplies.



## Desktop KVM and KM

Help your customer achieve unmatched levels of business continuity and cost savings, by enhancing the productivity of their time-strapped IT personnel, through simplified usability and streamlining access to essential business systems or networks with desktop KVM switches and holistic IT management solutions.

### Avocent® SwitchView™ 200 Series Desktop KVM Switches

Avocent® Desktop KVM switches bring order to desktop chaos. Whether you have a business with limited IT resources or a department in a large

organisation, these KVM solutions simplify access to essential business systems. Each switch supports a wide range of peripherals and up to four different systems. By pushing a button, users gain instant access to multiple computers - all through a single monitor, keyboard, and mouse.



### Avocent® SwitchView™ 300 Series Desktop KVM Switches

Feature-rich desktop KVM, designed to streamline the desktop experience and enhance user productivity. Supports dual monitor, DVI-I, Display Port 1.2 or HDMI 1.4. Provides easy connectivity to external USB devices, quick data transfer and high-speed charging of mobile devices.



### Avocent AV100 KVM Switches

Avocent AV100 KVM basic switch offers simplified local access, management, and control of up to 16 targets from a single console. This single user, smaller form factor KVM switch is designed specifically for IT rooms, small datacentres, and Branch Offices.



### Avocent AV 3000 Series KVM over IP Switching Solutions

Built for small datacentres and remote/branch office environments, the AV 3000 series KVM over IP switch provides consolidated, streamlined access to server resources. Centralise the management of the switches with DSView 4 Management software.



## Desktop KVM and KM

### Avocent SVKM 100 Series Desktop KVM Switches

Access up to four systems simultaneously and navigate between systems effortlessly. The Avocent SVKM switch provides real-time access to up to 4 systems at a time from a single keyboard and mouse. Selected models provide easy connectivity to external USB devices, quick data transfer and high-speed charging of mobile devices.



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### Vertiv™ Cybex™ AFP Remote KVM Switch

The Cybex™ Active Front Panel (AFP) is a simple, dedicated device designed for remote control and to enhance desktop situational awareness when using Vertiv KVM switches.



## Software

Today's data centre cannot be managed in a siloed manner. Your customer needs a comprehensive monitoring software solution, that collects all the data they need to run their critical infrastructure efficiently, and delivers a real-time, integrated view of the entire IT facility and its subsequent assets. Discover how you can help your customer make the most out of Vertiv's innovative monitoring software solutions and expert advice, to gain visibility and management of their data centre from the core to the edge of their network.

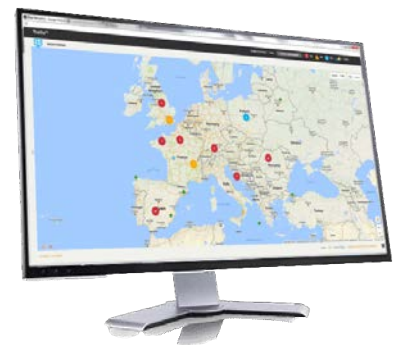
### Vertiv™ Environet™ Alert

Vertiv™ Environet™ Alert provides industry companies with critical facility monitoring software that is affordable and easy to use. This solution delivers superior monitoring, alerting, trending and data organisation capabilities for companies in such verticals as healthcare, financial services, government and more, helping them protect and grow their business. Customers get monitoring, alerting, and trending at a price that's right for their business.



### Vertiv™ Critical Insight

Vertiv Critical Insight is a real-time software platform designed to ensure continuous performance improvement for any critical infrastructure. It is a comprehensive web-based critical infrastructure monitoring and management tool designed to identify key operational behaviours, analyse trending, and manage energy usage.



### Avocent DSView Management Software

Avocent DSView software is the single-rack view needed for all your servers, embedded technologies, network equipment and power devices.



## Software

### Vertiv™ Power Insight

Vertiv™ Power Insight helps improve efficiency, protect valuable critical equipment, and increases visibility of your UPSs and rPDUs. It is a web-based software designed for users with a distributed infrastructure who need a way to manage multiple devices. The software is simple to install, easy to use application that provides a single interface for up to 100 UPSs and rPDUs. Seamless integration with the VMware Center Management Platform for single-pane-of-glass monitoring and control of host and virtual machines (VMs), including VM shutdown and migration (vMotion) and the VMware badge.



### Vertiv™ Power Assist

Vertiv™ Power Assist is a free software used to gracefully shutdown an IT device when the UPS battery backup experiences a threatening condition. The software notifies users of an event, displays key metrics, and logs historical data. It is easy to install and protects computers from damage and data loss during a power event.



# Racks & Enclosures

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## Integrated Solutions

The digital transformation we will see in the next decade, including the rise of 5G, will take place mainly at the edge of the network. To create and maintain strong edge computing, solid IT infrastructure needs to be rapidly deployed in remote locations as efficiently as possible. Anticipate this trend sustainably, with Vertiv's integrated solutions, including prefabricated rack, row, aisle, and modular data centres, built in flexible designs based on proven configurations. We're here to help you normalise design and harmonise systems across all your customer's edge sites (locally, regionally and globally) to allow for easier design, implementation, management, and replication.

### **Vertiv™ VRC-S Edge-Ready Micro Datacentres System**

Vertiv™ VRC-S is a micro datacentre solution fully industry-standard assembled at the factory and designed specifically for IT edge applications. Available in various configurations, the Vertiv VRC-S is delivered in days and installed in hours. Choose from four different cabinet sizes with two different cooling methods (split and self-contained) with back-up, and the option to integrate a UPS. An intelligent switching PDU including monitoring of all components and a comprehensive software package complete the offer.



## Racks & Containment

In the modern data centre landscape, standardisation is becoming the norm. But not everywhere and not done randomly. The first place to start data centre normalisation is the racking systems and containment solutions. Starting with flexible, easily installed, adaptable and pre-configured customised server racks and network cabinets saves costs, footprint and it increases the performance, efficiency, and reliability of critical infrastructure.

### Vertiv VR Rack

Standardise your customer's deployments around the world and bring them online faster with the Vertiv VR rack. The Vertiv VR supports a wide variety of equipment including servers, storage, switches, routers, PDUs, UPSs, console port servers and KVM switches. The Vertiv VR is delivered ready for high density environments to serve mission critical needs — even as they evolve and change, providing the flexibility needs with easy installation.



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## Rack Cooling

Higher data transfer speeds, low latency, and constant availability require more computing power, which in turn means higher power densities per rack. For your unique performance requirements to be achieved, the servers in the rack must operate at peak capacity and within the optimum temperature. We're with you in reaching that goal, through future-proofed rack cooling solutions, that not only ensure optimum temperature, but optimum energy savings. Let's make sure you can effectively manage the higher heat loads generated by tightly packed electronic enclosures, by designing holistic and customisable thermal management systems.

### Vertiv Geist SwitchAir

Network switches, load balancers and routers typically sit at the top and back portion of the rack, away from the cold aisle airflow at the front of the cabinet. This placement makes it difficult for cold air to flow from the front of the rack to the air intakes of the network switch equipment, increasing chances of failure over time. SwitchAir helps prevent failure by channelling cool air from the front of the rack to the air intakes regardless of where the equipment is mounted.



## In-Row Cooling

When it comes to the temperature at which your critical systems operate, it must not only be within optimum parameters, but also constant and reliable. That is Vertiv's forward-looking approach to thermal management in data centres, telecom critical infrastructures, and other facilities. And we'll use it to help you improve any in-row cooling solution you're using or set to deploy, whether it is a self-contained data centre cooling unit, or a dry cooler that effectively dissipates the heat from the indoor water-cooled thermal management systems. Let's enable your IT equipment to run at peak performance, in optimal temperatures. Today and tomorrow.



### **Liebert CRV, Row-based Cooling Unit**

A self-contained datacentre cooling unit that is ideally suited and designed for cooling server rack cabinets in small and medium datacentre. Liebert CRV features Vertiv ICOM Control and compressor with modulating capacity, for high reliability and optimised datacentre heat management.





# Customers Searching for More?

## Give them something they can't resist.

Discover our **360° lifecycle support services** covering our entire IT Channel Edge product portfolio to easily satisfy your customers.

## What's Their Edge?

[Vertiv.com/ChannelServices](https://www.vertiv.com/ChannelServices)

- **Increase your deal size & profitability** with no additional resources
- **Hassle-free** for you and the customer
- **Increase rebate possibilities & earn additional bonus points** for the Vertiv Incentive Program (VIP)



**Join the award-winning Vertiv Partner Program!**

Free sign up. No minimum sale. Rewards from Day 1. Simple.

**Sell. Earn. Repeat.**

# Vertiv™ Partner Program

Reasons to partner-up with Vertiv:

- 1 **Their Complete, Globally Available IT Infrastructure Portfolio** from core brands including Avocent®, Geist™ and Liebert® fuses their extensive industry experience with cutting-edge innovation.
- 2 **Their Competitive Profitability Programs** for you to take advantage of, including a margin rich IT infrastructure portfolio, an incentive rewards program, regular promotions and volume discounts.
- 3 **Earn Great Rewards and Rebates** just for selling their products,
- 4 **Co-branded Marketing Assets** and tools to generate leads,
- 5 **Deal Registration** access to secure and track your projects,
- 6 **Dedicated Account Management** to deliver the support you need from start to finish.

Provide premier solutions, gain unparalleled support and maximise your profits with Vertiv. What are you waiting for? Join the Vertiv™ Partner Program today!

APPLY NOW



SILVER PARTNER



GOLD PARTNER



PLATINUM PARTNER



DIAMOND PARTNER



*Working in partnership with Vertiv was already a no brainer due to their world class market position and global end to end product set. This has been enhanced significantly by the Vertiv Partner Program with a range of benefits which has allowed us to take even greater advantage of what Vertiv can offer.*

**Murtaza Loka**

Finance and Purchasing Head at BurhanTec



Vertiv Partner

# Get More Online!

<https://www.vertiv.com/en-emea/login/>

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## **VERTIV™ PARTNER PROGRAM**

Join the Vertiv™ Partner Program. Provide More Solutions. Gain Unparalleled Support. Maximise Your Profits.

<https://partners.vertiv.com>

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## **CHANNEL PRODUCT SELECTOR**

Use the Vertiv Product Selector tool to determine the best possible solution from their UPS, Accessories, PDU, Rack, Monitoring ranges. Available in 7 languages and as a mobile app.

<https://www.vertiv.com/en-emea/Interactive-Product-Selector>

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## **TECH SUPPORT**

If your or your customer experiences any technical issues with a Vertiv product, the quickest resolve would be to contact their Tech Support teams directly.

All product returns, repairs and replacements are handled directly with Vertiv, making it a seamless process for you and your customer.

[eoc@vertiv.com](mailto:eoc@vertiv.com)

LIEBERT TECHNICAL SUPPORT:

[liebert.upstech@vertiv.com](mailto:liebert.upstech@vertiv.com)

VERTIV AVOCENT CUSTOMER CARE:

[support.Avocent@vertiv.com](mailto:support.Avocent@vertiv.com)

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