

# Leading ICT Services Provider in the Philippines Chooses Vertiv's Integrated Edge Solutions for Digital Transformation



A Vertiv Case Study



## Background

As one of the Philippines' leading ICT services providers, Trends & Technologies, Inc. (Trends), certainly understands the value of digitization and investing in the right infrastructure to support today's insatiable demand for data. As an industry leader, Trends has adopted a digital first approach, ensuring its customers across the business process outsourcing (BPO), financial services, healthcare, and education sectors get the best IT services to support their respective business goals.

In this regard, Trends embarked on a project to future-proof its existing IT infrastructure to better serve its customers in the Philippines. Trends has two existing data centers, one located south of the Philippine capital in Cavite and the other located at the heart of the central business district in Makati City. Both data centers, while still serving their intended purpose, require upgrades to handle the growing digital demands of their customers.



SmartAisle™ 2

### Challenge:

Improve and future-proof data center infrastructures in a matter of days to support growing digital demands of their customers

### Solution:

Vertiv™ SmartRow™ 2 and Vertiv™ SmartAisle™ fully integrated solution with:

- Vertiv™ Liebert® CRV4
- Advanced UPS Systems
- Centralized Management System
- Intelligent Support Utilities

### Results:

- Provision for future expansion
- Deployment on demand
- Energy efficient system and configuration
- Ease of management and monitoring with reduced operating cost

## Challenge

For their data center upgrades, Trends was specifically looking for a solution that can provide unmatched cooling performance, centralized monitoring, and comprehensive power, thermal and IT management systems, all in a compact footprint. While traditional data centers have been the go-to solution for years, many businesses are realizing the value of deploying micro data centers – fully integrated solutions that can be quickly deployed, installed, and expanded as and when needed – and Trends was no exception.

## Solution

As a Vertiv Black Diamond partner, Trends has built a strong relationship with Vertiv for over a decade. Not only are they providing Vertiv solutions to their customers, but they have seen and realized the value of Vertiv's integrated solutions to benefit their own business operations.

For their two data centers, Trends opted to deploy the Vertiv™ SmartRow™ 2 and the Vertiv™ SmartAisle™. These two technologies have the following outstanding features and benefits that Trends, and their customers can benefit from.

### Enhanced Cooling Efficiency and Ensured Power Protection

The Liebert® CRV4 was used as precision AC units for both solutions to provide superior performance and maximum cooling. In a compact footprint, it includes all vital thermal functions such as humidification, dehumidification, re-heating, air filtration, condensation management, temperature and humidity control, alarm functions, and data communications. It is likewise equipped with inverter technology that offers cooling capacity modulation to match cooling demand and adapt to load fluctuations. This provides more than 25% better efficiency, reduced energy consumption, and longer component life.

The fully enclosed design of both the SmartRow™ 2 and the SmartAisle™ provides a more focused cooling in the IT environment. Additionally, with the containment of hot aisle and cold aisle, the integrated solutions have a more optimized cooling.

There are also pre-assembled and pre-integrated switchboards with surge protection, and inbuilt power distribution setup with metered devices to measure power consumption. Highly advanced UPS systems with transmission efficiency of up to 96% (on full load) were also integrated to ensure clean power feeding to IT systems and zero downtime despite of power interruptions.

### Centralized Infrastructure & IT Management System

With the advanced 9" touchscreen display controller, the entire data center infrastructure can now be monitored and managed conveniently in one single panel. This sophisticated controller can provide real time and accurate information such as equipment status, operational efficiency, sensor readings, and detailed power usage. It can as well show thermograph profile, IT load profile, alarms and even fault location with urgency level.

Remote system health check can also be done via IP-based webpage. Further, the system can send alert notifications via email or SMS in case of any facility issue or malfunction. Activity log and alarm history can be downloaded for reporting purposes. Surveillance system can also be installed to monitor onsite activity.

These features streamlined the maintenance and operations requirement; therefore, reducing long-term operational costs. The advanced safety and security features offer proactive measures in both local and remote data center management.

### Intelligent Lighting & Support Utilities

3-color bright lighting systems were also integrated into SmartAisle™ and SmartRow™ 2 to intuitively signal different types of alarms. For additional security, the tempered glass doors of SmartRow™ 2 and the automatic sliding glass doors of SmartAisle™ have an electronic lock system with the ability to specify access authorization. Local door access can be via fingerprint or proximity card, and remote door access can be done through an IP-based webpage. Lastly, there are also inbuilt automatic exhaust ventilation, fire alert, and suppression system in both solutions.



SmartRow™ 2

## Results

The all-in-one package solutions of Vertiv have modular and scalable architecture which creates provision for Trends' future expansion to support their growing business and to bring total customer success. With the combination of the most advanced technology and integrated approach, Vertiv solutions offer infrastructure on demand with the quickest onsite deployment, simplest configuration, and yet lowest operating cost.

As always, Trends is ensuring they are best equipped to operate in the digital era, continuing to deploy these highly advanced solutions to their own customers.

"We can now measure the power consumption for every device that is there... and we have only one dashboard to be able to manage the whole (system). We would like to show our clientele that such a technology exists, and we as a technology company are using it. Vertiv has been giving us great service. Also, through this partnership, even our customers... are enjoying the benefits," said Hasan Fard, Chairman & CEO, Trends & Technologies, Inc.

"We are very pleased that Trends & Technologies, Inc. chose Vertiv solutions for their own IT rooms in their Philippine offices. It is a testament to the high level of trust and strong partnership between us. Not only are they confident to sell our solutions but also deploy them for their own business operations as well," said Daniel Sim, Senior Director, Channel Business, Asia.



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**- Hasan Fard,  
Chairman & CEO, Trends &  
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