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Pioneering IT Accountability

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Shaping the future of data center cost and risk management

Data center operations around the world are under increasing pressure to reduce business risk, control operational cost and maximize capital asset utilization. At the same time, in an IT environment where demand is dynamic, energy costs are rising and there are new regulatory obligations to meet, corporations still expect uncompromised IT service provision delivered with high levels of availability. Throughout the data center life cycle, optimizing for cost and efficiency has now become a huge challenge.

With a requirement for reduced service provisioning time accelerated by the emergence of cloud services, the ability to match supply with demand across the business is critical to successfully managing data center costs. However, in the past there has been no accurate and straightforward way to measure the true cost of delivering IT services, or forecast the financial and operational impact of proposed changes to infrastructure or IT equipment. This has contributed to massive over-provisioning leaving many businesses paying a very high unit price for their services and with underutilized capital assets. The fact is, without a systems level view of the IT environment and the complex operational inter-dependencies within the data center, justifying investment, deploying resources effectively and optimizing are problematic.

Driving efficiency and true cost accountability

Romonet was established in 2006 to help businesses run more efficient, more cost-transparent data centers. With an impressive pedigree in the data center and ICT arenas, our management team has developed a deep understanding of the issues faced at all levels, along with expertise in a range of data center specialist areas. We have a reputation for challenging established ways of thinking and are committed to making IT cost transparent, accountable and understood at the per service or activity level.

Our founders, Zahl Limbuwala and Liam Newcombe, are respected industry thought leaders who play significant roles in advising regulatory and policy-shaping bodies throughout the EU, USA, Asia and Japan. They recognized that the ability to accurately account for cost, energy, capacity and carbon on an activity or per service level was crucial in understanding and optimizing data center performance and utilization – both now and in the future.

The future of data center efficiency, cost and risk management has arrived

After extensive research and a proven track record of working with sector-defining organizations like the Carbon Trust, the British Computer Society and the EU Code of Conduct for Data Centers, Romonet has developed the world's first data center predictive modeling tools, allowing you to discover the true cost of delivering your IT services and accurately predict, account and optimize cost, energy and capacity.
The future of data center efficiency, cost and risk management has arrived.

For the CFO/COO

- Reduce energy costs and total cost of operation and identify immediate opportunities to save capital and operational expenditure
- Make informed decisions that maximize return on investment and reduce risk
- Quantify the financial impact of technology choices and changes in operational processes
- Analyze per service costs and allocate charge-back to business units or operations

For the CIO

- Make better informed decisions about new applications deployment and improve asset utilization, reliability and cost to serve
- Simulate complex 'what if' scenarios to assess different vendor and technology options
- Internally and externally benchmark data center operations, cost to serve, efficiency and performance
- Align capacity / demand planning with facilities management for improved asset utilization and return on investment

For the FMO

- Make informed decisions about equipment utilization and capacity planning
- Optimize for energy efficiency, cost and carbon reduction goals
- Improve your understanding of the relationships between IT energy consumption, power distribution and cooling to help optimize facilities planning
- Identify opportunities to reduce, defer or eliminate capital expenditure through modular deployment scenario planning, releasing stranded capacity and reducing over-provisioning

Reduce the cost of meeting business goals

Romonet's patent pending technology, the Prognose™ software suite, enables a collective, enterprise-wide focus on reducing real business risk, cutting the cost of aligning data center design and operation with demand.

For the very first time, finance departments, IT operations, facilities management and corporate management teams can access reliable predictive information that enables collaborative and truly accountable IT and business decision-making.

The power to make the right decisions

Prognose provides you with the tools to design, build and manage more efficient data centers. We help IT service providers understand the true cost of providing their services so they can protect and improve margins. We help engineering consultants design the most efficient and scalable data centers. We help enterprise operators reduce risk and improve predictability. And we help IT vendors benchmark their products and develop more efficient facilities equipment, IT products and services.

With transparency throughout the data center supply chain, decision makers across the business can focus on meeting common objectives.

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Predictive modeling through the data center life cycle

End-to-end value

Prognose helps you understand and control cost, energy use and risk throughout the entire data center life cycle.

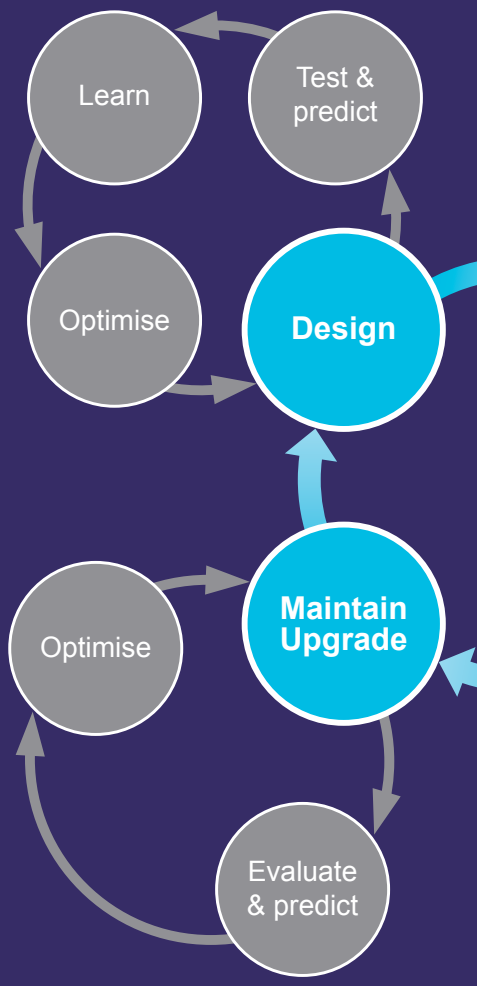
Prognose allows you to

Design

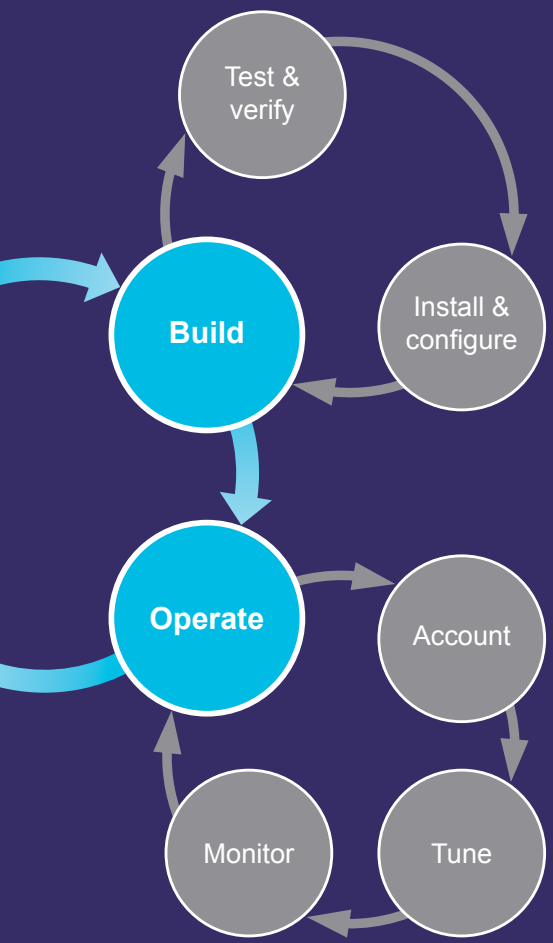
- Rapidly create and compare multiple complex design options
- Test equipment performance before purchase and onsite installation
- Assess environment change impact on operational cost and TCO
- Demonstrate how modular builds optimize performance

Maintain or Upgrade

- Maintain or upgrade with minimum risk
- Evaluate equipment configuration options over their life cycle
- Optimize future efficiency and capacity to control costs
- Plan equipment deployments knowing available capacity



design, build, operate and maintain your data center based on a detailed predictive simulation of equipment and facilities. So at any stage you can accurately model and compare performance, operational efficiency and costs across a wide range of variables. Prognose gives you a clear understanding of how change impacts your business, enabling you to see where cost savings can be made and providing genuine IT accountability.



Build

- Test and compare equipment before procurement
- Prove the performance of devices during commissioning
- Test and optimize control strategies with confidence
- Assess built performance against designed performance

Operate

- Manage your data center using facts, not assumptions
- Stage equipment deployments knowing available capacity
- Test and verify solutions against a variety of parameters
- Account for IT services at a component or activity level

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The world's first and only predictive modeling tools for data center decision makers

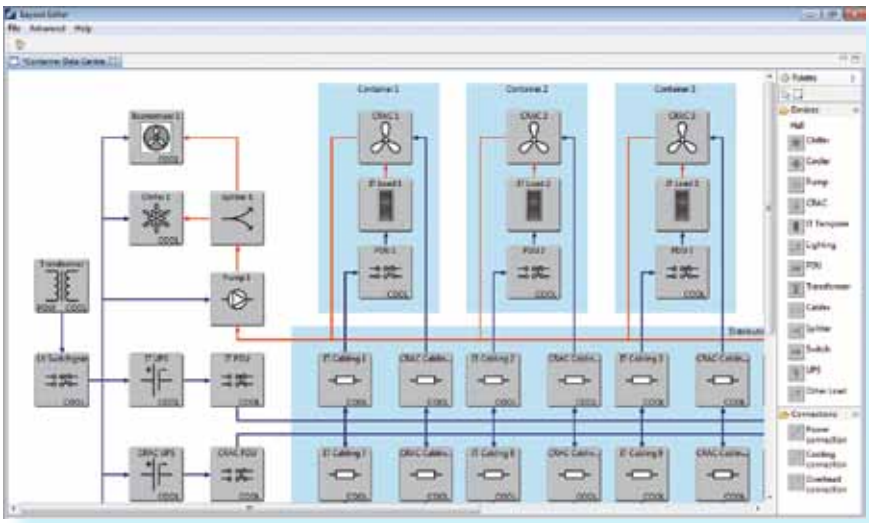
The groundbreaking Prognose software suite enables you to discover and accurately predict data center capacity, energy efficiency, total cost, and risk across the entire data center supply chain. Unlike other approaches, Prognose provides a highly accurate analysis of past, current and future data center performance with no need for connections to expensive external instrumentation or metering, no need for software agents, and no need for any historical data.

Prognose uses sophisticated mathematic computation and computer aided simulation to set new standards in non-intrusive, risk-free predictive modeling. It saves time and labor by reducing months of complex analysis down to hours, eliminating the guess work and errors associated with traditional approaches. With Prognose, you can now dramatically reduce data center cost and remove risk – without impacting on the business.

Design, build, operate and manage more efficient data centers

Prognose Layout Editor enables you to quickly transfer an entire data center schematic into a logical representation (model), with the help of the reference models provided. A simple, drag and drop interface allows you to rapidly create a model of energy flow and heat flow paths across entire power delivery, power and cooling infrastructure and IT data center estates.

The Prognose simulator provides tables and inputs for infrastructure device types and climate modeling, applying variable IT compute loads down to any granular level. Once configured, Prognose accurately calculates the true TCO and can proportionally allocate costs back to departments based on usage.



Discover and predict future outcomes and costs

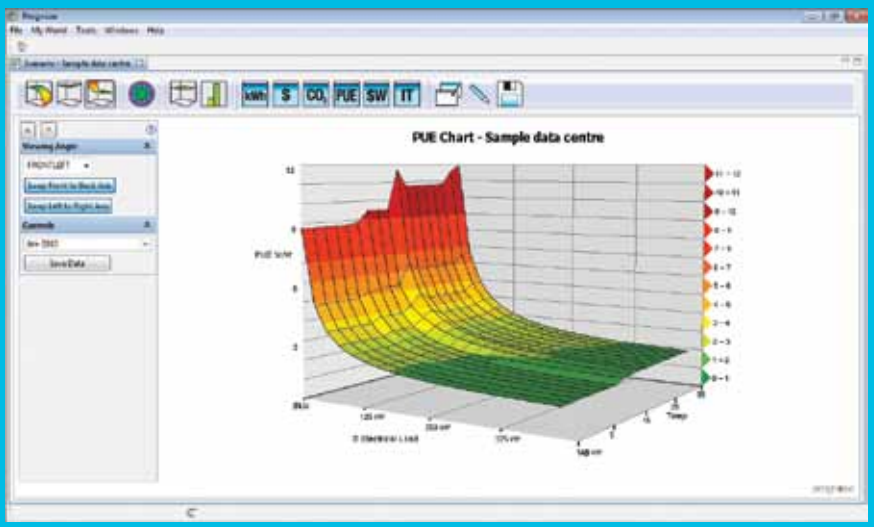
The Prognose software suite allows you to examine both past and future data center models. It helps identify improvement opportunities by analyzing energy consumption, stranded capacity, IT equipment utilization, energy saving opportunities, carbon emissions and costs – by device, by IT application, by business unit, or by location.

Prognose allows you to rapidly pinpoint data center inefficiencies across the whole supply chain, from input power to the IT application on a single server or within a virtual machine, with proven 98% accuracy against metered data.

Model 'what if' scenarios with accurate results

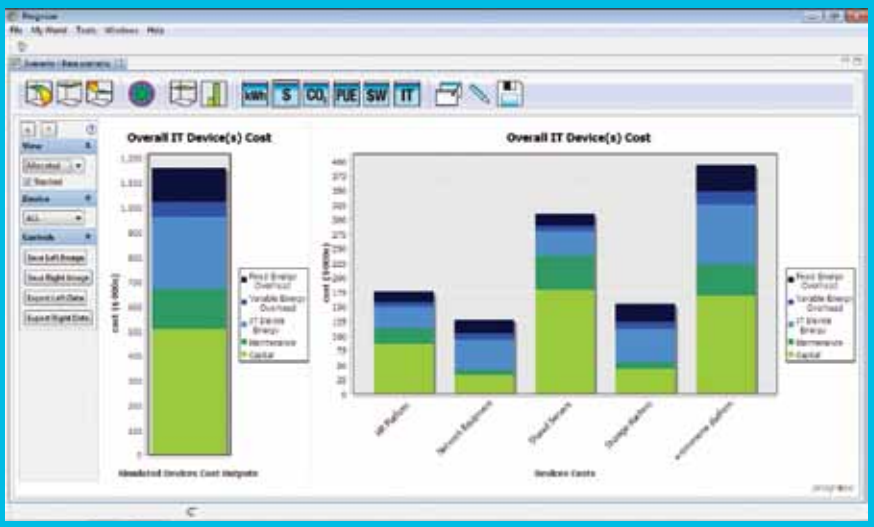
Sophisticated but straightforward to use, Prognose enables you to construct and evaluate the broadest possible range of data center configurations, IT configurations and IT workloads and test them under a wide range or climatic, location and financial based conditions.

IT and facilities equipment performance can be tested from partial to fully loaded or fully optimized conditions, even beyond the breaking point of individual components to simulate the effects of unplanned failures. So, for example, if you're considering economized cooling or raising data center operating temperatures, Prognose will quickly assess the operating efficiency and total cost of future change – without any business risk.



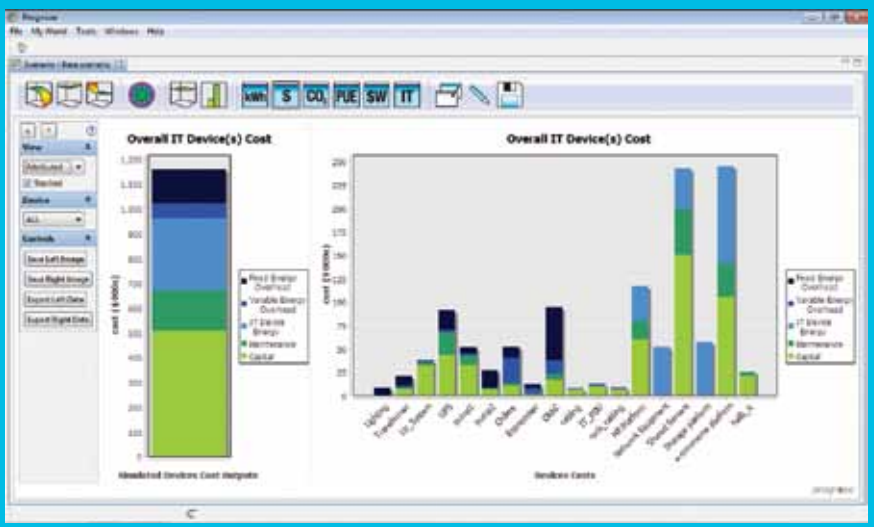
PUE plot

This chart shows the PUE of an example data center against IT electrical load and external temperature.



Allocated costs

This chart shows the full annual cost of the example data center, including the amortized capital, maintenance and power costs over one year.



Attributed costs

This chart shows how each of the M&E infrastructure and IT devices contributes to the overall annual cost.

Make informed business decisions – Risk Free

The Prognose software suite offers comprehensive analytics and reporting capabilities for facilities managers, IT operations and business management, providing the data, graphs, charts and reports you need to make informed business decisions. You can view a wide variety of accurate, predictive results – from basic cost analysis and achieved efficiency, to overall or per device cost, energy, carbon, PUE and attributed cost analysis.

Reports are available in common document formats and range from a complete assessment of all installed devices with efficiency and capacity data, to single page summaries of capacity utilization or annual cost reports. All the output charts and data can be exported for use in other software.

Prognose gives you the power to forecast the real return on investment from changes to your IT or M&E equipment by calculating the overall energy, cost and achieved PUE both before and after the changes – so you can plan with confidence.

Contact us now and discover how Prognose, the world's first and only predicive modeling tools for data center decision makers, can work for you.

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