

IN POSITION



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A Revolutionary, New Approach to Datacenter Infrastructure Management

Emerson Network Power announced the architecture of the Trellis™ dynamic infrastructure optimization platform, the first enterprise datacenter infrastructure management (DCIM) solution powered by Oracle. Emerson Network Power is an innovation leader in the DCIM space. At the core of the approach is the creation of a closed-loop control system for the datacenter critical infrastructure. Steve Hassell, former CIO of Emerson and current president of Avocent, a division of Emerson Network Power, discusses the innovation and benefits of the holistic new platform.

“From a single console, datacenter managers can see what they have in real time, decide what action they should take, take the action, and see the effect.”



STEVE HASSELL
FORMER CIO OF EMERSON
AND CURRENT PRESIDENT
OF AVOCENT, A DIVISION OF
EMERSON NETWORK POWER

Q: What does Emerson Network Power believe are the biggest challenges faced by IT executives?

A: There are four primary challenges that most chief executive officers are grappling with today. The first and most-important one is availability—providing applications that are constantly available for the business users. Second, is overall efficiency in terms of energy, operations, and costs. Third, is agility—making your IT assets adjust as necessary to meet business requirements. Finally, CIOs must manage compliance with security, regulatory, and environmental standards.

Q: As a former CIO, what barriers did you face in optimizing your IT operation?

A: The first barrier was technical complexity. As businesses grow globally, they need to manage a very complex web of interconnected IT devices. The second barrier was the rapid pace of developing better, more-sophisticated products. And last, the organizational barrier. In a datacenter, the IT layers—from storage to applications—are typically the domain of IT, whereas the physical infrastructure—space, power, and cooling—are normally run by Facilities. Consequently, the infrastructure tools were designed for one, specific domain, and the need for information to be shared or used in other areas was not considered. Improvements in one area could be realized but to truly impact the larger operation, a new approach was necessary.

Q: Why do you believe that now is the right time for the Trellis platform innovation?

A: Virtualization and cloud computing have greatly increased efficiency and agility in the datacenter. They are great from an IT standpoint, but the datacenter facilities infrastructure was constructed around a more static model, with servers that had consistent loads. Now, with varying loads going into and out of a cloud environment, you’re putting a dynamic environment on top of a static infrastructure. We’ve got customers who’ve tried to move a virtual load, only to blow a breaker. Advances in technology have exposed these limiting factors between the physical and IT infrastructures. Trellis eliminates the gap between IT and Facilities.

Q: How will customers benefit from Trellis?

A: While other infrastructure management systems merely allow you to view pieces of information, Trellis goes a step further and enables fully informed, full-circle management. From a single console, datacenter managers can see their entire datacenter infrastructure in real time, decide what actions they should take, and see the effect. Trellis offers this capability because it can draw data from all datacenter equipment, regardless of the communication protocol.

Q: Why did Emerson Network Power choose Oracle as its partner?

A: In 2006, Emerson standardized on the Oracle Fusion Middleware platform as one of the early adopters. During this time, we first discovered its depth and breadth of capabilities. When we began the design of Trellis, the scalability and real-time complex-event processing power we had experienced firsthand with Oracle Fusion Middleware made it the perfect platform for Trellis.