

# The Big Freeze OR Feel the Heat?

Fujitsu Cool-safe®  
Advanced Thermal Design

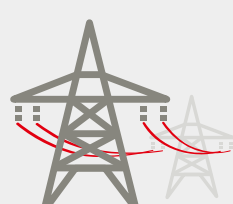
Which one is your  
IT infrastructure?



## Too much:

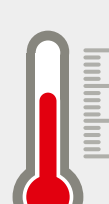
Energy consumption in  
US data centers in 2014:

- 70 billion kilowatt-hours of electricity
- 2 percent of the total energy consumption in the USA



## Too hot:

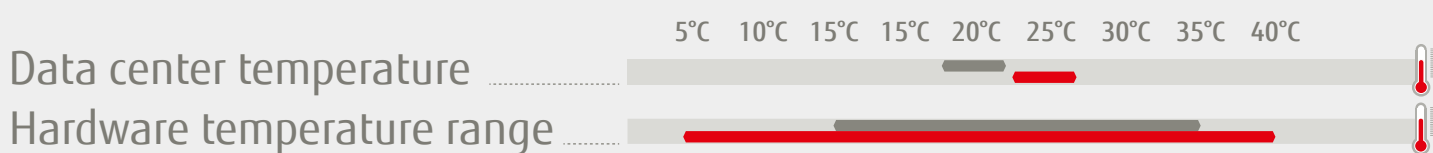
- Uncomfortable ambient temperature for both IT staff & boxes
- Overheating causes hard server shutdown: loss of efficiency and business continuity causes financial loss



Standard Conditions

VS

Fujitsu Cool-safe® ATD

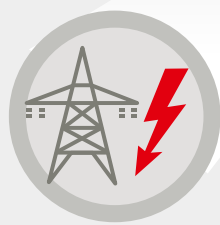
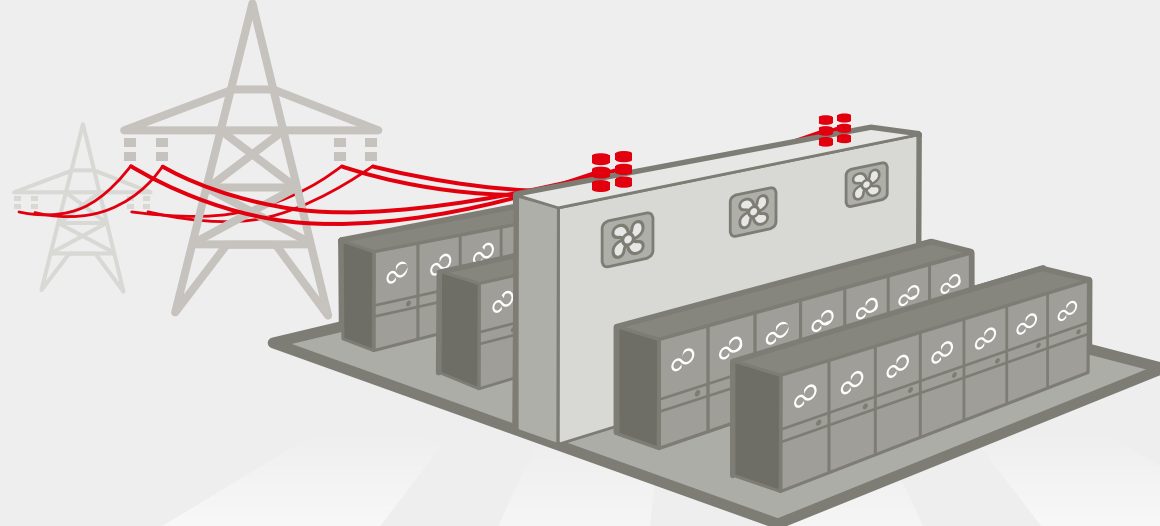


**Up to 27% saving!**

With IT components of Fujitsu Cool-safe® Advanced Thermal Design, 5°C higher ambient temperature can be achieved, which will save you up to 27% on cooling costs!  
Fujitsu Cool-safe® ATD is available for servers, storage, switches, power & UPS.

## Savings with Cool-safe®

Data center in Germany, 2 data rooms, 58 racks



Annual Power Consumption

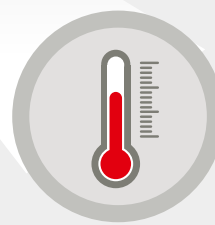
From 3.6 Mio. kwh  
down to **2.98 Mio. kwh**



Power Usage Efficiency (PUE)  
from 2.0  
improved to **1.7**



Annual Cooling Costs  
from 288,000 €  
down to **74,880 €**



Room Temperature  
from 20 °C  
up to **27 °C**

## Success story: How Cool-safe® Advanced Thermal Design keeps Kuvveyt Türk Bank cool

**PROBLEM**  
80 single-socket systems,  
no specific cooling possible



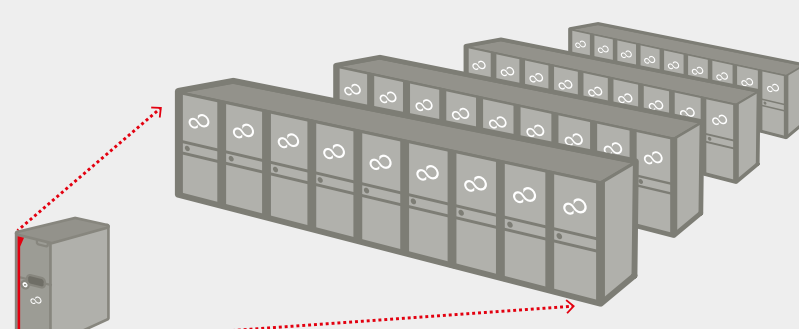
**SOLUTION**



PRIMERGY RX Monosocket systems with Cool-safe® Advanced Thermal Design  
Branch office installation without need for specific cooling

## From closet to hangar:

Cool-safe® Advanced Thermal Design for any size of data center



### SMEs

- Rooms without air conditioning
- Standard data center with different climate zones
- Embedded systems (e.g. machine control in factories or retail)

### Large enterprises

- Optional free cooling in standard and container-style data centers
- Embedded systems / Mobile server infrastructure (e.g. for military)

## Want to take the heat off in your IT?



To find out more, download the  
Fujitsu White Paper [here](#)

You can configure your servers with the **Fujitsu System Architect**. Configure your selection for Cool-safe® ATD – and you're shown only matching components.

For more information, visit [www.fujitsu.com/primergy](http://www.fujitsu.com/primergy)  
or call your local sales representative.