Fast-Growing Global Beverage Distributor Demands Future-Driven Data Center

Client: A fast-growing international beverage company that sells its popular line of energy drinks in approximately 116 countries and territories around the world.

Challenges

- Quickly outgrew available data center space and capacity.

- Lacked fire suppression and real-time monitoring capabilities.

- Had to start up a data center from scratch within a tight time frame.

Solution

- Complete design-build solution, including a fully integrated turnkey data center, electrical/mechanical installation, and final commissioning services.

Life Is On | APC®
by Schneider Electric

Overview

Founded in 2002, this once-local beverage company quickly grew into a multi-billion global distributor of energy drinks and landed on Forbes' list of most innovative companies.

This tremendous growth and innovation quickly maxed out their available data center space and capacity. Along with a soon-to-expire lease, they needed to relocate from their headquarters. It was time to move out—and up.

The Back Story

After acquiring an existing six-story building, the client's IT team set out to find a modular, scalable, and fully integrated data center architecture that would address not only its existing business but would also meet unpredictable future demands.

Through CDW, their preferred IT reseller, the company was put in touch with APC by Schneider Electric, who helped outline their business objectives and project deliverables. After determining the scope of engineering and services required, the Design Services group within Schneider Electric was engaged for a complete, single-source, design-build data center solution.

Working closely with their client, the Schneider team quickly discovered that the client's room was too small. They not only had eight existing racks, they wanted to bring additional co-located equipment back in house. They clearly needed more space! Plus, the client wanted fire suppression and real-time monitoring capabilities.

"We were essentially starting from scratch, but we didn't have the luxury of a lot of time," said the client's Global Director of IT.

To complicate matters, the building was essentially an empty shell. A general contractor, under the direction of an architect and engineering firm, was hired to make tenant improvements. Both the architect and general contractor put forth proposals for the buildout of the data center.

Not many design-build companies offer full turnkey solutions through an IT channel partner like CDW. But with its expert capabilities and skill sets, Schneider put forth a budget-friendly, turnkey data center proposal that worked with the client's tight timelines.

"For the architect and general contractor, IT is not their specialty. But that's what Schneider has been specializing in and doing for the last 30 years, so we know how to deliver a data center environment—on time and within budget," said Wyatt Blackburn, Director of Mission Critical Services at Schneider Electric.

With the conceptual design and budget in hand, Schneider assumed the role of prime engineer/general contractor for the data center, working alongside the building's general contractor.

"Schneider not only provided the mechanical/electrical/plumbing (MEP) plan to the building engineer and architect for incorporation into the overall plan," reported the client's Global Director of IT, "they established clear demarcation points for where their work would start and stop and made sure there was consistent communication throughout. We didn't have to worry about a thing."

"Our ability to meet their stepped-up timeline and their budget allowed us to position ourselves favorably for our client," says Blackburn. "It goes back to being a single-source provider—not only from the data center and electro-mechanical perspective, but also on the IT side through CDW's migration and implementation services."

The Solution

The Schneider Electric solution consisted of a 20-rack data center, modular scalable 250kW UPS power backup, InRow™ Chilled Water cooling with hot-aisle containment for greater efficiencies, two Chillers for redundancy, and an emergency stand-by generator. It also included InRow Cooling and IT Racks to support the IDFs on each of the building's six floors, which all tied back to the data center UPS power backup and central plant for an efficient, predictable, and redundant design.

Schneider also provided the StruxureWare Data Center Software platform for centralized monitoring and management of all data center equipment. Solution specifics include:

- Symmetra® PX 250/500kW three-phase modular, redundant, and hot-scalable uninterruptible power supply (UPS)

- Modular High-Voltage Power Distribution

- InRow Chilled Water cooling for medium to large data centers

- Uniflair In-Room perimeter cooling for medium and large data center environments

- Cummins 500KW Emergency Generator with Automatic Transfer Switch

- 35-ton Carrier Chillers

- StruxureWare, a comprehensive suite of modular and integrated software tools

In addition to the Schneider data center solution, CDW provided IT integration services to implement and tie in all of the IT-related equipment to the new data center environment.

Results

Ultimately, this global beverage distributor—with the InfraStruXure architecture and Schneider Electric's Design-Build Services group—was able to rapidly design and deploy a highly available, scalable, and redundant data center within a very compressed timeline.

"I wouldn't change anything about the solution from Schneider and CDW," said the client's Global Director of IT. "Everything turned out exactly as we'd hoped. They communicated with us throughout the project and met all of our objectives with minimal downtime."

Life Is On | APC by Schneider Electric