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Cybernomics Brings First Green Server Fridge to Canada

Tue Oct 7, 2008 9:12am EDT

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Liebert MCR is first environmentally-friendly cooling solution of its kind implemented in Canada

TORONTO, Oct. 7 /PRNewswire/ -- Cybernomics, a Toronto-based Green IT Consulting company, brings Emerson Network Power's Liebert MCR (Mini Computer Room) solution to SMBs in Canada for the first time. Cybernomics installed the first Liebert MCR, a self-enclosed cooling unit for servers or "server fridge", in downtown Toronto in July 2008.

Limited space, insufficient air flow, unexpected air conditioner shut-down and costly structural changes are common issues that SMBs face in their server rooms. Unregulated office temperatures cause network closets and server rooms to overheat, creating power outages, hardware failure and computer downtime.

When the server room of a financial services client of Cybernomics faced these problems, Cybernomics looked to the Liebert MCR. Alternative solutions were costly and risky; one even called for a re-engineering of the entire building's air conditioning system.

"The Liebert MCR is a rack enclosure cooling system that includes a built-in air conditioner, removing heat from sensitive equipment," said Phil Dunn, Senior Product Manager, Emerson Network Power. "To save energy, the Liebert MCR cools only within the encased server enclosure, as opposed to cooling an entire room. It also cools 24x7, overcoming a major problem with building air conditioning systems which only cool IT equipment intermittently."

"The Liebert MCR solution exemplifies the core principles of Cybernomics; it allowed us to use Green IT principles in resolving a painful point for one of our clients, all the while saving our client money, preventing additional headaches, and showing that environmentally friendly technologies are often less expensive than the alternative," explains Rick Talbot, Chief Technology Officer, Cybernomics.

Cybernomics believes in finding real solutions to real problems that are environmental and economically sound. The Liebert MCR has far-reaching economical and environmental savings for all Small and Medium Businesses. SMBs are constantly challenged to find room where they can properly manage their equipment, and server room architecture is often impeded by the office infrastructure that already exists, as well as cost. Cybernomics was able to provide a streamlined solution with the Liebert MCR that didn't burn up the clients' bank account - or server room.

To learn more about Cybernomics, visit www.cybernomics.net

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