



ABOUT THE COMPANY

The customer is a leading Asian e-commerce company that specialises in online discount sales. With over 52 million customers, it is one of the biggest online retailers in Asia.

The Situation

As part of its expansion strategy, the customer recently opened business in Australia. Anticipating strong demand, the customer looked to put up a data centre facility in Homebush, Sydney to support its online business. Aside from value for money, the customer was looking for a holistic solution that would be highly efficient, flexible and quickly deployable. The local Vertiv team worked tirelessly with a leading systems integrator to successfully win the project.

The Solution

The Vertiv offering of a SmartRow™ solution differentiated itself as a fully contained data centre that did not require a purpose-built room. Other competitors offered a cold-aisle containment, which meant the hot air from the racks had to be displaced to the surrounding area. Armed with a knowledge of living in the Homebush area and high



Case Summary

Location: Australia

Vertiv Solutions:

- SmartRow™

LEADING ASIAN ONLINE RETAILER

A Vertiv Case Study

temperatures in the hot seasons, the Vertiv team managed to convince the customer that adding additional hot air into the warehouse would not only increase the opportunity of failure, not to mention the conditions that employees in the warehouse would experience.



into a fire-rated enclosure, reducing overall cost of building the data centre. This was the ultimate benefit of the customer.

With the fully-integrated and compact design of the SmartRow™, the customer's new data centre went 'live' on schedule, allowing them to immediately cater to their customers and expand their local footprint.



SmartRow™

For more information on the SmartRow™ and other infrastructure solutions, please visit www.VertivCo.com

The Results

Only the Vertiv SmartRow™ solution was able to meet the standards and regulations set by the Building Code of Australia (BCA). The solution itself was to build the batteries

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