

APC PowerStruXure™ Certification Brings Availability Benefits to ShoreGroup, Inc. Clients

Corporate networks have grown into vital, mission-critical strategic assets. The demand for high availability and uninterrupted performance has never been greater. In addition to a reliance on network communication infrastructure, business processes are becoming more and more dependent on technology.

Today's high availability networks come with their own challenges including optimization of capital investment and available space, adaptation to ever changing power requirements, acceleration of the speed of solutions deployment, decrease in the costs of service contracts, and the increase of availability per dollar spent. One New York IT services company is meeting these challenges with help from a solutions provider known for its Legendary Reliability™.

ShoreGroup, Inc. is a privately held network infrastructure professional services firm based in New York City that designs, builds, and manages high availability converged networks and contact centers using advanced Internet protocol (IP), structured cabling, fiber-optic, wireless, IP telephony, Voice over IP, LAN/WAN, network security, and other emerging technologies. Committed to delivering the highest level of customer satisfaction through their extensive expertise, experience and process, the company delivers a single source for network infrastructure services, from consulting, design, project management, implementation, components, cabling, management and support.

ShoreGroup's engineering team has the expertise and experience to design, deploy and implement any aspect of network infrastructure. Engineering staff includes Cisco Certified Internetworking Experts® (CCIEs) with specializations in IP Telephony, Voice Access, Wireless and VPN / Security, as well as Registered Communications Distribution Designers® (RCDDs) who design/build data centers, structured cabling and fiber-optic infrastructures. Staff members are available to augment customer's IT staff or for consulting engagements, such as auditing current network environments or validating network upgrade plans.

ShoreGroup also offers the CaseSentry™ Network Management Service, delivering an advanced yet easy-to-use network/system management tool to monitor converged networks for fault and performance events, along with the support needed to maintain the tool. CaseSentry, available only by subscription from ShoreGroup, eliminates the burden of configuring, monitoring, and maintaining the network management system, freeing clients to focus on essential network issues.

ShoreGroup recently became the first American Power Conversion reseller channel partner certified as a PowerStruXure™ Data Center Design Specialist. APC



PowerStruXure is an award-winning, patent-pending physical infrastructure architecture specifically designed for high-availability data centers.

N+1 Fully Managed Power Solution

“Partnering with APC was a main goal of ShoreGroup's business plan from the beginning,” said Robert Ditta, President and COO of ShoreGroup. “Our engineers have used APC solutions in high-availability designs for years, dating back to worldwide United States Air Force projects. ShoreGroup’s staff of certified Cisco / RCDD engineers were very excited about developing an enhanced services offering for IP Telephony applications using PowerStruXure in concert with ShoreGroup's CaseSentry network/systems management application. We recognized immediately that N+1 fully managed power would be a critical-path element of today's converged technology solutions.”

ShoreGroup has focused on the logical packaging of APC PowerStruXure, IP Telephony, and CaseSentry. IT professionals are faced with significant pressures to employ leading-edge technologies where the lines of demarcation between voice and data no longer exist. However, the practical reality is that users and businesses have the expectation for higher levels of service accessibility and reliability. Managing solution elements aggressively without traditional legacy dependencies has become the standard in most IT manager's day-to-day existence.

APC PowerStruXure eliminates the need for reliance on oversized, under-utilized legacy power systems. Legacy data center architectures force users to build in full capacity at day one, yet 100% utilization of the designed capacity is seldom reached. This results in long deployment, unrecoverable capital, and seemingly inescapable and expensive service contracts on these under-capacity systems. PowerStruXure offers a pay-as-you-grow “infrastructure on demand” solution that accelerates speed of deployment and allows users to invest in a data center sufficient to meet today’s demands, rather than an uncertain estimate of future capacity.

“At ShoreGroup,” Gene Petit, ShoreGroup’s Director of Infrastructure Engineering said, “we can provide solutions to allow deployment within risk-adverse environments such as healthcare and financial services. This includes visibility into the availability and performance of each solution element so traditional operational boundaries for voice and data can be respected as these departments evolve to keep pace with the technology.”

Customers who turn to ShoreGroup for mission-critical network infrastructure have demanding requirements for maintaining the highest levels of availability in their network. An outage in their voice and data network can translate to an immediate loss of business and the inability to provide the highest level of services to their clientele.

“In response to this requirement,” Scott Kimmelman, ShoreGroup’s Vice President of Business Development said, “ShoreGroup has focused our efforts and offering around the



PowerStruXure solution. It's easy to represent. Customers can immediately see how it fills the unique niche for high-availability network power solutions. Cost objections are easily overcome once customers understand its powerful long-term cost savings, its efficiency and flexibility, and the major contribution it provides to the satisfaction among their customers."

APC PowerStruXure™: Deployment Across Wide Array of Applications

Currently, ShoreGroup has installed APC PowerStruXure architectures for a number of applications supporting devices such as Cisco CallManagers™, unified messaging systems, wireless LAN equipment, and Catalyst 4006 through 6509 core and edge data switches supporting Ethernet networks. Other devices can include those required for industry-specific applications, such as the Picture Archival and Communication System (PACS), deployed at ShoreGroup's client, Crystal Run Healthcare.

"More and more customers are handling their internal business functions with technology especially with incorporation of the Internet as a global business tool," Kimmelman said. "System availability has become paramount, and unscheduled downtime has become unacceptable. APC PowerStruXure architecture addresses these areas by providing high availability and eliminates points of failure between the UPS and critical load. The modularity of the system components lends itself to compartmentalized maintenance without taking the system off line."

APC PowerStruXure's modular solution is comprised of a next generation IT enclosure, rack-mount power distribution unit (PDU), environmental monitoring system, and power/data connectivity solution. Type-specific components include a scalable N+1, modular uninterruptible power supply, advanced power management software, adaptable PDU, and comprehensive service/support options. User options range from transfer switches, DC rectifiers and rack-mount air distribution units. With these modules integrated into one quick-to-install solution, PowerStruXure helps companies battle their costly downtime problems.

"Sixty percent of businesses (including financial service companies) are estimated to have downtime costs upwards of \$100,000 per hour," Kimmelman said. "In addition, today's networks are growing increasingly complex as voice, video, and data components converge. Rapid roll out of mission-critical applications is now the norm for our customers and their applications rely on network infrastructure."

Preventing the Impact of Downtime

At ShoreGroup client Tremont Advisers, a preeminent global alternative investment management firm, the equipment protected by the APC PowerStruXure includes not only the data internetworking equipment and the voice communications equipment, but also the servers that track all the financial transactions. For example, the cost of downtime of any of these elements can potentially be very significant for a firm like Tremont, who manages more than \$8 billion in hedge fund assets. Downtime would negate the



projected cost-savings of the converged network technologies, including \$5,000 saved in international long distance calls between their Rye, NY and London offices per month, with another \$4,500 saved on other point- to-point calls and \$40,000 per executive saved by replacing four business trips to London with four video calls.

In industries such as healthcare, system failure would not only impact the healthcare provider in terms of revenues lost, but also would prevent critical services from being rendered and potentially impact patient well-being. To address this, physicians and other caregivers at Crystal Run Healthcare have incorporated the latest technologies providing them with the ability to quickly access and update patient information, supply inventories and medical imaging computers inside or outside patient rooms without additional staff support. This allows Crystal Run Healthcare to provide the best services to the community as quickly and efficiently as possible.

The True Test

“PowerStruXure demonstrated its value a few weeks after implementation, when ShoreGroup performed customer assurance and familiarization training at Tremont Advisers,” said Kamal Shah, Vice President and Group IT Director at Tremont Advisers. “When they checked the PowerStruXure event history, it had logged several events in which the facility lost power and the APC PowerStruXure kept the mission-critical system on line without interruption. In fact, the system has logged over 17 events to date without failure. One such event was generated by the recent 5.1 level earthquake that occurred in the upper Hudson Valley region, which was powerful enough to cause power disruptions and collapse roads in the area.”

“The design of the PowerStruXure system itself is conducive to troubleshooting and performing maintenance without taking the system off line and thus increasing the overall reliability and availability of the system,” Gene Petit said. “In addition, APC's Global Services Organization allows ShoreGroup to present a consistent delivery offering to our clients. Customers want the comprehensive, end-to-end service and support and a single point of accountability that APC provides.”

