



# 93PM heightens uptime, slashes costs for marketing corporation

**Location:**

West Chester, PA

**Segment:**

Technology

**Solution:**

Eaton® 93PM, Eaton Environmental Monitoring Probe, Network Card MS, Eaton Service

**Problem:**

The company required a highly reliable and efficient UPS to replace its previous 20-year-old solution.

**Results:**

In addition to providing an uncompromised level of uptime, the Eaton 93PM UPS has created significant cost savings for ANRO through its industry-leading efficiency.

*"We had high expectations for efficiency and the 93PM has definitely achieved them. It's had a significant impact."*

*Paul DeSantis, chief information officer*

**Background**

ANRO, Inc. provides advanced marketing services, tools and technologies to a wide range of industries, enabling clients to better manage their marketing efforts through print, mail and digital communications. For more than six decades, ANRO has been adapting to meet its customers' changing needs, with a current service offering encompassing commercial printing, direct mail, warehousing fulfillment, bindery and finishing, marketing and creative solutions, digital solutions, and promotional products.

**Challenge**

For years, ANRO relied on an Eaton uninterruptible power supply (UPS) to deliver an unparalleled level of uptime to the critical equipment within its data center, including numerous servers and switches. But last year, the company determined it was time to replace the more than 20-year-old 50kVA Powerware 9315 unit, which had long surpassed its expected lifespan.

"It had come to end of life five years earlier, and finally just reached the point where the efficiency and reliability were not favorable," explains ANRO's Chief Information Officer Paul DeSantis. "We were at a point where the battery and capacitor banks replacement would require a significant investment, so upgrading to a new UPS was a pretty clear decision."

Above all else, ANRO required a solution capable of safeguarding its vital equipment against any unplanned downtime. An unexpected blackout "would be a catastrophic event," DeSantis emphasizes. In addition to leaving the facility's 180-plus employees without Internet or email access, a loss of power would take down the client web sites and applications that ANRO hosts. "It would affect everything we're doing," DeSantis says.

In addition to exceptional reliability, ANRO also desired a unit with high efficiency, ease of monitoring and management, and a small footprint. Considering the dependability and consistency of its previous UPS, coupled with a longstanding positive relationship with Eaton, ANRO once again turned to the manufacturer to deliver a fresh power protection upgrade.



Powering Business Worldwide

## Solution

ANRO discovered the ideal combination of attributes within the Eaton 93PM. The UPS not only offers superior reliability, but also boasts the lowest total-cost-of-ownership in its class. Having deployed a 40kVA unit, ANRO can now rest assured its equipment is protected, even amid power quality conditions that are at times erratic.

"Our office is located in an area with a lot of trees and above-ground wires, which tend to cause trouble," DeSantis explains. "We rely heavily on that UPS."

The 93PM also helps to slash power and cooling costs with industry-leading energy efficiency of up to 97 percent in double conversion mode. "We had high expectations for efficiency, and the 93PM has definitely achieved them," DeSantis acknowledges, pointing out that ANRO has experienced an 18 percent reduction in its UPS power consumption since deploying the unit."

To attain even greater savings, the company is currently evaluating Eaton Energy Saver System (ESS), which would enable the 93PM to attain an efficiency level of greater than 99 percent, making it the only technology on the market capable of yielding such results. Using ESS, the UPS intelligently adapts to utility power conditions while supplying clean power to the connected equipment. Even more, because UPSs using ESS maintain 99 percent efficiency even when lightly loaded, the technology can deliver gains of up to 15 percentage points in

efficiency over traditional models in the typical operating range. In fact, the energy savings from Eaton's ESS typically recovers 100 percent of the cost of the UPS cost over just a three- to five-year time period.

One of the 93PM's most important aspects for ANRO was its internal monitoring and ability to provide feedback through a web portal. "The remote capabilities are great," DeSantis enthuses, adding that he is experimenting with Eaton's Intelligent Power Manager (IPM) software, as well. "We definitely anticipate using it," he reveals. "I think it will really add value."

DeSantis is already reaping the rewards of the UPS's communications options. Using Eaton's Network Card-MS, the CIO has gained system-level management of his power infrastructure via a Web browser, from any desktop, on one screen. "I log in whenever there are storms and I always look to see what's happening," DeSantis says.

ANRO also deployed an Eaton Environmental Monitoring Probe (EMP), which enables remote monitoring of environmental conditions such as ambient temperature and humidity. Users can also survey the status of two additional contact devices, such as a smoke detector or open-door sensor. "I can monitor all the aspects of the room," DeSantis confirms.

Another boon for ANRO has been the compact footprint and internal redundancy design of the 93PM, which not only conserves valuable floor space but reduces costs and future growth risks thanks to vertical scalability. By replacing the 9315 and its extended battery cabinets with the 93PM, ANRO decreased its power protection solution from the equivalent of four computer racks down to just one and a half. Furthermore, the 93PM maximizes deployment flexibility by providing innovative thermal management options, flexible configurability and full service access from the front. The UPS also simplifies installation by fitting perfectly in line or alongside any standard-depth rack.

ANRO will enjoy ongoing peace of mind with an Eaton service plan, which DeSantis plans to attach once the unit's original warranty expires. "We will definitely be adding that," he says. "I think there's a lot of value there. We want to stay on top of it with regular inspections."

## Results

Although Mother Nature continues to wreak havoc around ANRO's Pennsylvania facility, with the 93PM in place, the company is no longer concerned. "I get a really good night's sleep," DeSantis acknowledges. "This was a highly anticipated upgrade that has exceeded all expectations. I don't even think about the UPS at all, it has been great."

Indeed, thanks to the Eaton solution, ANRO is able to:

- Safeguard its critical equipment against all power issues, preserving uptime for employees and customers
- Significantly reduce utility costs with the 93PM's industry-leading efficiency
- Monitor power and environmental parameters with the Eaton Environmental Monitoring Probe and Network Card MS
- Save valuable data center real estate with the 93PM's compact, flexible footprint
- Ensure the ongoing, optimal health of the solution with an Eaton service plan

Learn more at [Eaton.com/93PM](http://Eaton.com/93PM)

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