

# The Problem with Power: Why Today's CIO Should Care

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## THE CIO CHALLENGE

As technologies expand and budgets shrink, the CIO role must evolve to include priorities beyond maintenance of the existing IT environment. The CIO is considered a key contributor to the organization's strategic direction, acting as a trusted advisor on new technologies and product innovations.

According to a recent Gartner study, "Hunting and Harvesting in a Digital World: The 2013 CIO Agenda," IT budgets have decreased or remained flat for the past decade, with no exception for 2013 budgets. This means CIOs will have to do more with less. This is a challenge given that the average CIO has an extensive list of priorities. Per the Gartner study, the top 10 CIO priorities for 2013 are:

1. Increasing enterprise growth
2. Delivering operational results
3. Reducing enterprise costs
4. Attracting and retaining new customers
5. Improving IT applications and infrastructure
6. Creating new products and services (innovation)
7. Improving efficiency
8. Attracting and retaining the workforce
9. Implementing analytics and big data
10. Improving business processes

These are lofty goals – driving revenue growth and reducing costs, while remaining competitive and acquiring new customers. CIOs will look to new digital technologies to support their efforts in accomplishing these strategic priorities. But how can IT organizations find the additional budget to implement new technologies? And when will they have the time to execute? IT organizations are already stretched thin with the management of their existing environment. Maintenance issues are time consuming and expensive - especially when equipment is dispersed across remote locations. Many of the fires that IT spends its time putting out can be linked back to power disturbances that cause minor to severe damage to electronics.

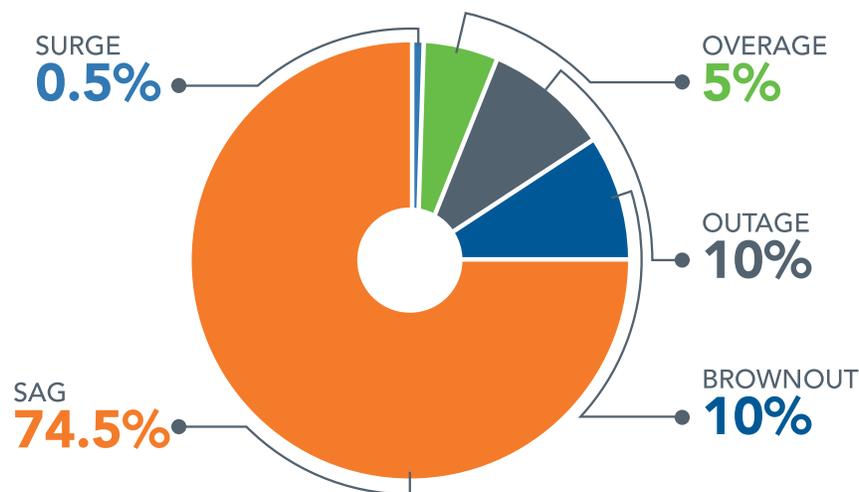
## The Problem with Power

As organizations delve further into the ever-expanding digital world, they will find that more and more of their time is spent on maintenance issues. Digital electronics are much more susceptible to glitches, and the evolution of electronic equipment has opened up the gateway for more power-related issues. The majority of equipment is deployed with insufficient protection, resulting in damage from power grid disturbances, which are surprisingly frequent and destructive. The ever increasing global power issues all stem from a power Grid that is archaic and unable to support today's sophisticated electronics. Even a minor voltage fluctuation or other disruption of the electrical signal can wreak havoc on electronic assets causing indescribable device system lockups, board failures, resets, premature equipment failures, and high service and parts costs.

- The Grid was designed 100 years ago to deliver power to analog equipment
- Today's electronics have low tolerance to voltage level fluctuations
- 20 years of Grid data confirms that surge is the most rare of all disturbances while sags account for the majority
- Both external (Grid) and internal (building) disturbances impact the end device causing electronics to malfunction, operate inefficiently, be damaged or destroyed completely
- Traditional surge suppressors do not protect from the vast majority of voltage events attacking your electronic assets

## Power Disturbances Go Far Beyond Surge

The below diagram illustrates the various types of power disturbances and the frequency in which they occur.



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## Previous Protection Options

Historically, power protection options for electronic equipment have been limited to either under-functioning surge protectors for aftermarket consumer use or unwieldy and expensive technologies such as UPS for use by large enterprise systems.

Traditionally, UPS technology has proven to be an effective technical solution for power protection, especially in the data center environment. The technology protects against disturbances by physically isolating electronics from the Grid and powering them by battery. The downside of a UPS is that they are prohibitively expensive to acquire, costly to maintain, and are increasingly difficult and expensive to dispose of when replaced, which makes them an unlikely solution for smaller pieces of equipment. Standby UPSs are lower cost, but cannot protect themselves from power disturbances. While the higher-end UPSs have more robust protection technology, they tend to be less efficient during load fluctuations. Therefore, if a UPS is in place, CIOs should consider supplementing with the new solution in market to ensure 100% protection.

## The New Solution

Power Grid events are complex and happen frequently. Today's electronics are more sensitive to power disturbances. This elevates the need for effective and affordable 21st century protection for the mass-majority of the world's electronic assets.

An intelligent asset management platform is the new solution in market today. This microprocessor-based technology is redefining electronics protection. It uses a series of algorithms and protocols to recognize incoming power disturbances and remediate the issues before they damage electronics. The platform combines protection technology with comprehensive monitoring and analytics applications to intelligently protect and optimize sophisticated electronics allowing you to:

- Utilize patented technology to protect and oversee your electronics environment
- Prevent costly service issues before they negatively impact your business
- Maximize equipment reliability, performance and lifespan
- Proactively manage electronic assets from the outlet to the cloud

By collecting and aggregating data into a centralized cloud location, this solution allows users to analyze key information such as the frequency, type and location of power-related events. The trends, graphical dashboards, and summary views provide the necessary tools for businesses to predict, measure and maximize the performance of assets across the distributed enterprise from an easy-to-use, web-based solution.

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## What is the Benefit to the CIO?

Given the various power disturbances that can damage electronics, it is important that CIOs deploy technology that not just protects equipment but also provides the ability to remotely manage it. By doing this, IT organizations will experience:

- Extended life of electronics equipment
- Reduced cost of ownership
- Increased productivity and performance
- Increased uptime
- Reduced help desk calls

In addition to extending the life and performance of electronics, an Intelligent Asset Management solution will give the IT organization more bandwidth to remotely monitor and optimize electronic assets in a distributed environment. Instead of dealing with maintenance issues, IT resources can focus on executing the CIOs strategic priorities.

## About Innovolt

Innovolt® combines patented electronics protection technology with comprehensive monitoring and analytics applications to deliver the leading Intelligent Asset Management platform. Significantly reducing the cost of electronics ownership, Innovolt intelligently protects and manages the productivity and usable life of the technology that powers today's digital world. The company's proven solutions guard expensive and sensitive electronic assets against the damaging effects of power disturbances while simultaneously giving businesses the tools they need to predict, measure, and maximize their performance across the distributed enterprise. For more information, visit [www.innovolt.com](http://www.innovolt.com).

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