

A New Intelligent Entity Is Born

22 August 2013– Kuala Lumpur - Enlogic, a global intelligent Power Distribution Unit (PDU) manufacturer, today announced its first OEM partnership, with SJ Manufacturing Malaysia.

The partnership will enable SJ Malaysia, a leading local enclosure system manufacturer, to broaden its rack offering with integrated smart energy metering capabilities from Enlogic's 4th generation intelligent PDUs. This complete data centre hardware solution will allow customers to accurately monitor their power consumption – a crucial factor in the fight to reduce energy consumption.

The newly embedded intelligence will also be able to monitor environmental conditions, so that the cooling of hot aisles in a data centre can be better managed – approximately 50 per cent of a data centre's energy consumption is spent on cooling.

With Malaysia expected to cut subsidies and raise electricity tariffs to normal market prices by 2016¹, local businesses will need to take stock of their energy consumption and devise ways of lowering it.

Eddie Desouza, head of business operations APAC for Enlogic says, "Enlogic's decision to sign an OEM partnership with a Malaysian company was driven by the strong growth of local players in the data centre industry, such as CSF Group and FREENET, and the government's continued support of the industry."

In a speech delivered on 16th January, the Malaysian Minister of Human Resources, Datuk Seri S. Subramaniam said that the local data centre industry pulled in RM400 million or higher in revenue in 2012 and is expected to bring in RM480 million in 2013².

Eddie adds, "We are excited to be working with SJ Malaysia as they are a key player in Malaysia in the production and distribution of racks. As a prominent local company, they bring valuable insights on the needs of customers in the peninsula."

"As PDUs and server racks have a symbiotic relationship, we look forward to seeing some new innovations coming into fruition through this OEM partnership. Who knows what other ideas may come to life."

Managing Director of SJ Malaysia, Mr Khoo Boon Yap says, "One of the main reasons we decided to partner with Enlogic is their commitment to meeting companies' power distribution needs as well as their expertise on the energy utilisation at the rack level and environmental aspects of running a data centre."

¹ <http://online.wsj.com/article/SB10001424052702303745304576355100982022960.html>

²

<http://www.digitalnewsasia.com/digital-economy/malysias-data-center-industry-hits-usd133mil-in-revenue>

“We hope that this partnership will help local data centre space providers to adopt greener, more environmentally friendly solutions.”

-ENDS-

About Enlogic

Enlogic's intelligent range of energy metering PDUs actively monitor the data centre environment, working like a brain within the rack. Continually looks for threats from electrical circuit overloads, the Enlogic PDU monitors any physical and environmental conditions which might place critical IT computing loads at risk.

Enlogic understands that the rack PDU (power distribution unit) is a small but vital part of the data centre energy supply chain, a critical component. This has driven the company's commitment to offer high quality innovative products that truly solve real world problems through extensive research and development.

Founded in March 2011, Enlogic employs more than 70 professional staff across its global offices in the UK, Germany, USA, Singapore, China, Australia, Netherlands, Nordics, Hong Kong and Malaysia. Collectively, Enlogic employees are responsible for 26 patent applications, 16 of those directly related to the design and progression of rack PDUs.

With Enlogic, the management team and engineers continue to prove they are the best and brightest in this industry, building upon extensive careers working for blue chip employers including ABB, APC, BT, Emerson Network, Hitachi, Intel, Invensys, Nokia, Siemens, Omron, Pentair, Schneider Electric, and the US Department of Energy, among others.

Sharing their expertise, Enlogic aims to provide data centre IT and facilities stakeholders with enhanced knowledge to solve specific rack energy management problems.

For further information please visit: <http://www.enlogic.com/>

About SJ Manufacturing Malaysia

Established in Singapore in 1982, SJ Manufacturing is a leading manufacturer of enclosure systems within the Asia Pacific region.

We specialise in the design and fabrication of:

- * 19" Networking and Server Racks
- * Power Distribution Unit Solutions.
- * Data Centre Aisle Containment System.
- * OEM chassis
- * Outdoor IP55 Aluminium Enclosures

* Modular Command Consoles

We are also the licensed manufacturer of the IMRAK(r) 1400 and IMSuite(r) Modular Caging Suite System and the distributor of other technology products for the South East Asia region.

Headquartered in Singapore, SJ Manufacturing is an ISO 9001 certified company, operating manufacturing facilities in Singapore, Malaysia, Vietnam with a combined capability of 97,000 sq ft, as well as a sales office in Brunei.