Tripp Lite Protects Cisco Digital Media System

CASE STUDY

SUMMARY

Customer

Cisco Digital Media System is a comprehensive suite of digital signage, enterprise TV and desktop video applications that provides a flexible, comprehensive digital signage and desktop video solution.

Goal

Provide a cost-effective power and network management solution for the Cisco servers, call managers and related components that support Digital Media System.

Solution

SmartOnline™ Rack/Tower UPS System
> • *SU6000RT3U*

SmartOnline™ Tower UPS System
> • *SU2200XLa*

Power Distribution Unit
> • *PDUMH15ATNET*

Power Management Accessories
> • *SNMPWEBCARD*
> • *ENVIROSENSE*

NetDirector™ Rack/Console KVM Switch
> • *B020-016-17*

IP Remote Access Unit for KVM Switch
> • *B050-000*

Results

Cisco Digital Media System is fully protected by Tripp Lite, assuring operation with no service disruptions or hardware damage.

TRIPP·LITE
POWER PROTECTION

1111 W. 35th Street
Chicago, IL 60609
773.869.1111
www.tripplite.com

Customer

Cisco Digital Media System is a comprehensive suite of digital signage, enterprise TV and desktop video applications. It provides a flexible, comprehensive digital signage and desktop video solution that makes it easy to create, manage, publish, and access high-quality digital media for retail, educational and similar users. The Digital Media System unit at Cisco's San Jose headquarters is used to support product demonstrations of many kinds for customers and salespeople who are brought in to see the latest Cisco products. The system relies on some of Cisco's most advanced technology, including Digital Media Encoder 2000, Physical Access Manager, Call Manager 7800 and 7800 Media Convergence Servers.

Goal

"It's very important for the Digital Media System here in San Jose to be protected against power problems," explained Senior Sales Engineer Kai Chung. "There are two issues at stake. First, a power failure could disrupt an important demonstration and potentially cost sales. Second, a power surge or spike could damage or destroy the expensive Cisco hardware that supports the system."

He added that the same concerns apply to any user of Digital Media System. "Take for example a retail application. One of our customers is the Norwegian Lottery. A power outage at one of their lottery retail locations could knock out signage, leading to lost ticket sales. To get the most benefit from one of our systems, reliable power is essential."

In need of a reliable, cost-effective power solution, Chung chose Tripp Lite. With the assistance of Dave Lund, Tripp Lite's Vice President of National Accounts, he specified an integrated solution combining on-line UPS systems, network-grade power distribution units, power management tools and a rack/console KVM switch with added IP capability.

Solution

SmartOnline™ Rack/Tower and Tower UPS Systems

- True on-line operation with pure sine wave output and zero transfer time isolates connected equipment from all power problems

- Provides battery backup power to ensure continued operation of vital systems, enable data saves and facilitate orderly system shutdown

- Communication ports, optional SNMP slot and included PowerAlert software provide comprehensive power network management and control

PDUMH15ATNET—Switched/Metered Power Distribution Units with ATS

- Digital current meter displays total power consumption, permitting maximum PDU utilization

- Switched PDU enables individual PDU outlets to be remotely monitored, turned on and off, recycled or locked out

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• Automatic transfer switching (ATS) provides power from a secondary input source when primary input fails

SNMPWEBCARD SNMP/Web Management Accessory Card

• Enables the UPS to be remotely controlled as a managed device on the network

• Web interface provides remote viewing of site electrical data, UPS self-test and alert logs, electrical problems and more

• Permits remote reboots of locked devices without interrupting power to other loads

ENVIROSENSE Environmental Sensor

• Connects to the Tripp Lite SNMPWEBCARD

• Enables remote temperature/humidity monitoring in network environments

• Monitors and controls alarm, security and telecom devices through a dry-contact interface

B020-016-17 NetDirector™ Rack/Console KVM Switch

• Controls an entire network in just 1U of rack space

• Includes keyboard, 17-in. LCD screen, touch pad and 16-port KVM switch in a 1U slide-out drawer

• Daisy-chain additional KVM switches to control up to 512 servers

Results

Cisco's investment in Tripp Lite power protection for the Digital Media System quickly paid off when a power problem occurred during a demonstration. "We experienced a ten-minute power outage in the middle of a demonstration," said Chung. "But Tripp Lite's UPS systems saved the day for us on that occasion. They immediately provided battery power to connected servers and other equipment, so that the demonstration was able to continue without interruption."

In conclusion, Chung offered this overall assessment of Tripp Lite products and services: "Tripp Lite's portfolio not only provided us with power protection and management solutions, but with a wide range of options for KVM switches and cables. Thanks to this, plus their product quality and superb service, Tripp Lite became a one-stop shop for all our server rack needs."

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