NetBotz - Overview

part I

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April 16, 2009
Objectives

- Describe the application and industry trends
- Describe the features and benefits
- Describe interoperability with other products
- Introduce next generation NetBotz products
- List the NetBotz accessories
- List the NetBotz services
- List environments in which NetBotz can operate
Physical Threats vs Digital Threats

NetBotz monitoring and control solutions help ensure compliance with these safeguard requirements.
Industry Trends

- Network closets are business-critical
- Environmental issues pose a risk to availability
- Security is increasing in criticality
- Heat density of IT equipment is rising

- Did you know…
  - 97% of all IT spaces are network closets and server rooms
  - Over 60% of downtime is caused by human error (The Uptime Institute)
Features

- **Environmental Monitoring**
  - Temperature, humidity, leak, door, smoke, vibration, dew point, airflow, dry contact, 4-20mA, and 0-5V

- **Surveillance**
  - NetBotz and CCTV camera technology monitor IT assets remotely

- **Access Control**
  - Remotely control and manage access to APC NetShelter SX enclosures
  - View audit trails

- **Management Capabilities**
  - Alarming allows alerts, multiple notification methods, scheduling, graph and video attachments, escalation.
  - InfraStruXure Central available for centralized monitoring of multiple appliances
Benefits

● **Availability**
  ● Track and record environment and physical access
  ● Reduce human errors
  ● Help ensure compliance with government physical security regulations
  ● Leverage experts for remote problem resolution

● **Agility**
  ● Pay as you grow: modular architecture provides expandability
  ● Centrally trend and receive alarms on environment, surveillance, and access control data to quickly find the root cause for failures

● **TCO**
  ● Optimize IT asset life by ensuring operating parameters are met
  ● Ensure business continuity by monitoring for disruptions
  ● Reduce travel needs to remote sites

● **Energy Efficiency**
  ● Enable verification that systems are running within designed operating parameters and reducing waste (leaks, temperature, humidity)
Key Features of Next Generation NetBotz Product

● Integrated power supplies in rack appliances
● Improved design of room appliances
● Power Over Ethernet (PoE)-enabled room appliances
● Improved cable handling of room appliances
● Improved data center “friendliness” through the use of CAT5/6-based sensors and sensor pods
● Tool-less mounting of rack sensor pods
● Locking connectors for sensor pods and sensors
● Integration with select Pelco IP cameras
● Inclusion of a “value” offering (Rack Monitor 200)
NetBotz Devices

- A NetBotz solution typically includes a combination of the following devices:
  - **Appliances**: primary devices; store information relating to all connected sensors, including threshold settings, alert notifications, and possible response procedures
  - **Sensor Pods**: secondary devices; connected to an appliance; expand the scope of security by allowing connection of additional sensors throughout the IT environment
  - **Camera Pods**: secondary devices; connected to an appliance; expand the scope of security by allowing connection of additional sensors; permit visual monitoring of key areas
  - **Sensors**: monitor various physical threats, including intrusion, temperature, humidity, smoke, water, etc.
NetBotz Appliances & Accessories

Intelligent appliances

Pods extend function of NetBotz appliances
- Rack and Wall Sensor Pod
- Camera Pod
- CCTV Adapter Pod

External Sensors
- Temperature
- Humidity
- Leak
- Smoke
- Door switch
- Alarm Beacon
- Dry Contact
- 0-5V
- 4-20mA
## NetBotz Platform Comparison

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Universal Sensors Supported</strong></td>
<td>78</td>
<td>4</td>
<td>16</td>
<td>18</td>
<td>78</td>
</tr>
<tr>
<td><strong>Types of APC Universal Sensors Supported</strong></td>
<td>T, H, Door</td>
<td>T, H, Spot Fluid, Door, Vibration, Smoke</td>
<td>T, H, Spot Fluid, Door, Vibration, Smoke, Amp, Particle</td>
<td>T, H, Spot Fluid, Rope Leak, Door, Vibration, Smoke, Amp, Particle</td>
<td>T, H, Spot Fluid, Rope Leak, Door, Vibration, Smoke, Amp, Particle</td>
</tr>
<tr>
<td><strong>Number of Cameras Supported</strong></td>
<td>0</td>
<td>0 USB, 0 Networked, 1 Integrated</td>
<td>1 USB, 2 Networked, 1 Integrated</td>
<td>2 USB, 0 Networked, 1 Integrated</td>
<td>4 USB, 4 Networked, 0 Integrated</td>
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<tr>
<td><strong>Number of Sensor Pods Supported</strong></td>
<td>12</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>12</td>
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<tr>
<td><strong>Types of Sensor Pods Supported</strong></td>
<td>Sensor 150</td>
<td>N/A</td>
<td>Camera 150, CCTV 120, Sensor 150 and 155</td>
<td>Camera 150, CCTV 120, Sensor 150 and 155</td>
<td>Camera 150, CCTV 120, Sensor 150 and 155</td>
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<tr>
<td><strong>Number of Universal Sensor Ports</strong></td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>6</td>
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<tr>
<td><strong>Other Supported Connections</strong></td>
<td>Dry contact</td>
<td>Dry Contact, 0-5V</td>
<td>Dry Contact, 0-5V</td>
<td>Dry Contact, 0-5V, 4-20mA</td>
<td>Dry Contact, 0-5V, 4-20mA</td>
</tr>
</tbody>
</table>
Sample NetBotz Solution

Source: APC White Paper #102: “Monitoring Physical Threats in the Data Center”
NetBotz and InfraStruXure Together!

- **Design**
  - InfraStruXure Designer can configure NetBotz Security and Environmental products

- **Monitor**
  - InfraStruXure Central and the NetBotz Surveillance package allow multiple site camera views on a single page

- **Manage**
  - InfraStruXure Central monitors multiple locations and appliances from one central point
## Services

<table>
<thead>
<tr>
<th>Offering</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Configuration Service</td>
<td>Includes configuration of NetBotz appliances and accessories on-site by the APC Certified Engineer.</td>
</tr>
<tr>
<td>Installation Services</td>
<td>Includes assembly of NetBotz appliances and accessories mounted in or on a rack by the APC Certified Engineer. APC Partners may elect to also offer wall installations.</td>
</tr>
</tbody>
</table>
Environments

- Distributed IT Environments
  - Monitored at the rack and room level
    - Network Closets
    - Server Rooms

- Data Centers
  - Monitored at the rack level
For More Information

Available documentation:

- Go to Partner Pages
- Login as usual
- Go to ‘Sales and Marketing’
- Select ‘Sales Tools’
- Select Category ‘Security and Environmental Monitoring’
- Find Brochures, customer presentations, app notes, quick reference guides, etc
Live Demos for Partners and Customers:

- Open demonstrations held every Thursday

- Effective, cost efficient tool to introduce the software solution and qualify the opportunity

- Customer dedicated Live Meetings for remote support
Sales Tools

- Sales
- Opportunity Checklist

Security & Environmental Monitoring Solutions

Identifying NetBotz® Opportunities

Physical Threat Checklist

How do you protect against invisible environmental dangers?

APC NetBotz is the right choice for IT applications

- Provides visibility into the environment that helps prevent and detect data center outages
- Reduces risk associated with unexpected failures and downtime

Key Areas

- Environmental (Humidity, Temperature, Water, Power)
- Access Control (Card Readers, Locks)
- Security (Intrusion Detection, Motion Sensors)
- Data Collection (Temperature, Humidity, Power)

Customer Challenges

- Inadequate monitoring systems or no monitoring at all
- Data center outages caused by unexpected failures
- Challenges in terms of security and access control
- Data collection systems that are not reliable

APC NetBotz Customers Report Immediate Results

- Improved reliability, reduced downtime, and increased efficiency
- Better management of space, energy, and environment
- Enhanced security and access control
- Improved data collection and monitoring

Trends Driving Opportunity

- Increased demand for data center management
- Cost savings associated with efficient energy usage
- Improved security and compliance regulations

Ideal Customer Characteristics

- Large organizations with critical IT infrastructure
- Organizations looking to reduce maintenance costs
- Enterprises that require 24/7 data center monitoring
- Organizations with data centers in remote locations

Questions to Ask

- How does NetBotz help you manage your critical IT operations?
- What is the ROI on NetBotz?
- How does NetBotz improve your data center utilization?
- What are the key benefits of using NetBotz for your organization?

APC NetBotz Solutions Offerings Meet Today's Challenges

- NetBotz 310 Family
  - Monitoring and control
  - Environmental monitoring
- NetBotz 300 Family
  - Monitoring and control
  - Environmental monitoring
- NetBotz Access Control
  - Security and access control
- NetBotz Panel
  - Monitoring and control

What are the components of a NetBotz solution?

1. NetBotz 300 Family
   - 310 Products
   - 300 Products
   - 310-300 Product
2. NetBotz 300 Family
   - 300-300 Product
   - 300-300 Product
3. NetBotz Access Control
   - Access Control
   - Panel

Target Markets & Applied NetBotz Monitoring

- Government
  - Secure data centers, government agencies
- Education
  - Campus-wide monitoring, networked campus
- Healthcare
  - Hospital data centers, medical facilities
- Business & Finance
  - Office building monitoring, IT infrastructure

Key Considerations

- Integration with existing infrastructure
- Cost-effective solutions for different needs
- High availability and reliability
- Scalability for future growth
## Sales Tools
- Sales
- Partner Sales Guide
- Product Compatibility Matrix

### Quick Reference Guide

#### Security & Environmental Monitoring

**NetBotz Appliance Specifications**

<table>
<thead>
<tr>
<th>NetBotz Security and Environmental Appliances</th>
<th>Product Compatibility Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Largest Capabilities</strong></td>
<td><strong>Smaller Capabilities</strong></td>
</tr>
<tr>
<td>High performance monitoring and control</td>
<td>Medium-sized environment monitoring and control</td>
</tr>
<tr>
<td>Large-scale installation</td>
<td>Small installation</td>
</tr>
<tr>
<td>Scalability to support larger networks and environments</td>
<td>Ability to monitor environmental conditions in real-time</td>
</tr>
</tbody>
</table>

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<td>Remote Management</td>
<td>500</td>
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<td>2100</td>
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<td>500</td>
<td>Residential</td>
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<tr>
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<td>Other</td>
<td>1100</td>
<td>Other</td>
<td>800</td>
<td>Other</td>
<td>500</td>
<td>Other</td>
</tr>
</tbody>
</table>

**Questions to Consider**
- How to monitor environments directly and remotely?
- How to manage and control energy consumption and save money?
- How to ensure IT equipment is running under the right conditions?
- How to optimize space and resources for maximum efficiency?
- How to ensure data security and privacy?
- How to improve tenant satisfaction and retention?
- How to reduce maintenance costs and downtime?
- How to comply with regulatory requirements?

**Features**
- Real-time monitoring and control of environmental conditions
- Scalability to support large-scale installations
- Remote management and monitoring capabilities
- Energy conservation and data center optimization
- IT equipment monitoring and control
- Industrial and commercial applications
- Residential and other environments

**Configuring the NetBotz Solution**
- Place a call to schedule a consultation
- APC recommends placing the NetBotz device in a secure area
- Select the appropriate model based on your needs
- Customize the device settings to meet your specific requirements
- Monitor and control your environment remotely

### Key Environments
- Data Center
- IT Room
- Rack Room
- Critical Server
- Commercial
- Residential
- Industrial
- Other

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**Contact APC for help**
- Sales: 877-272-2722
- Technical Support: 800-748-1747
Sales Tools

- Sales
- Customer Handout

APC NetBotz Solutions Offerings Meet Today’s Challenges

Security and Environmental Monitoring

How do you protect against invisible environmental enemies?

APC NetBotz

• Analytics, policy, and monitoring solution designed to protect against physical and virtual environmental threats and vulnerabilities. APC NetBotz provides

Are You Facing These Challenges?

- APC NetBotz requires deploying your organization is a complex distributed facility with
  various physical and virtual environmental threats.
- APC NetBotz can quickly alert you to a potential security breach.
- APC NetBotz can provide you with continuous monitoring of your environment.
- APC NetBotz can help you manage your environment more effectively.

Key Benefits:

- APC NetBotz can help you monitor your environment effectively.
- APC NetBotz can help you improve your security posture.
- APC NetBotz can help you save money by reducing energy costs.
- APC NetBotz can help you improve employee productivity.

APC NetBotz Customers Report These Immediate Results

- Improved employee morale due to the improved security and environment.
- Improved energy efficiency due to the improved environment.
- Improved productivity due to the improved environment.
- Improved security due to the improved environment.
- Improved employee satisfaction due to the improved environment.

NetBotz Features:

- APC NetBotz offers a comprehensive and cost-effective solution for monitoring
  your physical and virtual environment.
- APC NetBotz offers a flexible and scalable solution that can be tailored to
  the needs of your organization.
- APC NetBotz offers a highly secure solution that can protect your environment
  from both physical and virtual threats.
- APC NetBotz offers a cloud-based solution that can be accessed from
  anywhere, at any time.
- APC NetBotz offers a user-friendly solution that is easy to use and
  manage.

Security and Environmental Monitoring Options

APC NetBotz Solutions Offerings Meet Today’s Challenges

Security and Environmental Monitoring Options

What are the components of a NetBotz solution?

1. Sensor Station Appliance
   - Sensor station appliance monitors physical and virtual environment
   - Can be deployed in a variety of environments
   - Provides real-time monitoring and alerting for both security and environment

2. Add-on Sensors & Accessories
   - Add-on sensors and accessories can be easily added to the solution
   - Allows for additional monitoring capabilities

3. Management Software
   - Management software provides the ability to manage and monitor
   - Allows for easy management of the solution

Contact

<INSERT PARTNER CONTACT INFO>
Quick Reference Guides:

- Security & Environmental Monitoring Application Cheat Sheet
- Opportunity Checklist
Cross-Selling, Tools & Materials

- Online Product Demo
- WP102: Monitoring Physical Threats in the Data Center
- AN91: Alternative Network Options for NB Monitoring Appliances
- AN93: Security Features of APC’s NetBotz Appliance
- AN134: Using SeaLevel Systems Equipment with NB 500 & 420
- AN 154: Integrating Physical Threat Monitoring with Surveillance Equipment
In Summary

● Security and Environmental Monitoring is a core part of the Physical Infrastructure that is critical to availability.

● *Easy to deploy, easy to use, part of an overall management solution*
  ● Solutions are optimized for quick installation in network closet and data center environments
  ● Intuitive User Interface makes NetBotz easy to use
  ● NetBotz Security and Environmental Monitoring are a part of the overall Datacenter Physical Infrastructure
Objectives

- Explain the sales strategy
- Explain what issues NetBotz solves
- Demonstrate product value
- Position APC against the competition (and APC)
- Describe the NetBotz sales process
What Benefits Does NetBotz Provide Customers?

- Proactive monitoring of IT assets
  - Physical security
  - Environmental disruption
  - Access control
  - Reduces human error
- Monitoring of multiple IT locations
What Is the Value For the Customer?

- Ensures business continuity
- Minimizes IT downtime
- Provides a flexible solution that can be customized
- For mass deployments, works with InfraStruXure Central to provide a unified view of the entire physical infrastructure
The Sales Strategy

- Identify potential opportunities in your existing customer base, those customers with:
  - A distributed environment with multiple locations
  - Minimum support capability (no distributed staff)
  - Environmental concerns (heating, cooling, dust, humidity, etc.)
The NetBotz Sales Process

1. Ask questions to qualify the prospect
   ● Qualifying questions can be found in the Sales Tool Portal or the Partner Pages

2. Introduce the NetBotz solution
   ● Show the Online Product Demo

3. Let the IT person play with the NetBotz products
   ● http://testdrive.apcc.com

4. Prepare a pre-sales configuration and sizing
## Competitor Overview

<table>
<thead>
<tr>
<th>Feature</th>
<th>APC</th>
<th>AKCP</th>
<th>RLE Falcon</th>
<th>Sensaphone</th>
<th>APC NetBotz Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligent appliance</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
<td>Built-in software allows appliance to assess severity of threats and provide notification.</td>
</tr>
<tr>
<td>Third party device support (beyond sensors)</td>
<td>YES</td>
<td>NO</td>
<td>YES</td>
<td>NO</td>
<td>Extend &amp; customize solution to meet customer needs.</td>
</tr>
<tr>
<td>Full-motion video camera</td>
<td>YES</td>
<td>NO</td>
<td>YES</td>
<td>NO</td>
<td>Customize &amp; capture rich-image visual record. Masking &amp; sensitivity settings eliminate nuisance alerts.</td>
</tr>
<tr>
<td>Scalable architecture</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
<td>Easily supports small wiring closets to large datacenters to enterprise-wide and remote deployments</td>
</tr>
<tr>
<td>Network equipment monitoring</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>Monitor physical ‘vital signs’ of network &amp; computer equipment via IPMI or SNMP</td>
</tr>
</tbody>
</table>
Who Are the Target Customers?

IT Managers

- Optimize power usage
- Lower support costs
- Maintain remote control
- Determine generator status
- Remotely monitor critical IT assets
- Validate use when installing equipment
In Summary

- Contact your current customers first!
- Lead with NetBotz as a way to break into new accounts
- Create value for the customer
- Target the people who manage the IT infrastructure
- Follow the steps in the sales process