

# Thailand 4.0 in Data Center Gen4 era



Vertiv sees data centers a key driver towards the public and private sectors' goals

Bangkok (April 2018) - Vertiv™, formerly Emerson Network Power, urges the public and private sectors to put emphasis on technology and data center management, viewing it as a key driver of Thailand 4.0 national strategy as well as the Eastern Economic Corridor (EEC).

The fourth generation of data centers shapes the future IT network, offering smart connection with other networks and smart answers to the business world. The Gen 4 Data Center holistically and harmoniously integrates multi-dimensional efficient real-time module, offering cost and energy efficiency with lithium-ion battery and advanced power distribution unit. Equipped with advanced surveillance and system administration, it allows hundreds or thousands of IT nodes to work seamlessly, reducing work disruption, offering network connection anywhere any time and hence enhancing organizational competitiveness.

Pichet Ketrueam, Country Manager for the Indochina at Vertiv, noted that Indochina is the region that shows highest growth potential as all countries set clear policies to drive the economy. Thailand in particular launches Thailand 4.0 and EEC strategies to draw high-tech industries, to boost competitiveness and attract foreign investment.

Vertiv is a world-class company with extensive experience in the designing, producing and offering infrastructure for data centers in the telecom, commercial and industrial sectors. In Asia covering Thailand and Indochina, Vertiv offers integrated data center solutions to cope with the business world's demand for greater competitiveness amid the digital transformation trend. Failing to adjust to the digital age, these organizations can be left out. Data centers thus show high growth potential in line with enormous expansion in data volume.

Pichet said that Vertiv's competitive advantage lies in its global network as it handles projects across the world. With a pool of experts and experiences, Vertiv can shape strategies and design tailor-made solutions and critical infrastructure with management module, to satisfy specific demands for maximum efficiency.

Pichet explained further: "The digital transformation brings about exorbitant growth in collocations, as in the past few years, a large number of companies in Asia have moved their data to Cloud and constituted huge awareness in network connection in response to consumers' demand for smooth and fast services."

Amid significant growth of collocation and Cloud services, data center operators need to review and adjust existing infrastructures and resources to maintain their competitiveness. The organizations with several data centers are proceeding with IT resource integration or using Cloud or Collocation services, while downsizing the systems for faster and more efficient operations. They are served with modern and state-of-the-art equipment which is smaller in size but presents greater efficiency and data safety.

A report by International Data Corporation (IDC), a US-based market research company, forecasts 35.66% growth in Public Cloud services in Asia Pacific ex-Japan from the previous year, with the value to hit US\$ 15,080 million or approximately Bt 470,000 million. The banking, professional

services, telecom and manufacturing industries will pour the highest investment in Public Cloud services. These industries are expected to maintain the investment momentum and their leadership in Public Cloud services until 2021.

Vertiv is a global leader in designing, building and servicing critical infrastructure that enables vital applications for data centers, communication networks and commercial and industrial facilities. Vertiv supports today's growing mobile and cloud computing markets with a portfolio of power, thermal and infrastructure management solutions including the Chloride®, Liebert®, NetSure™ and Trellis™. In 2016, its annualized revenue was valued at US\$4.4 billion or about Bt138.6 billion. Being a leading integrated solutions enabler, Vertiv in 2017 won two prestigious recognitions from Frost & Sullivan: the Asia-Pacific Data Center Integrated Power Infrastructure Growth Excellence Leadership Award and the Asia-Pacific DC Power Systems Competitive Strategy Innovation and Leadership award.

Get more information on Vertiv at [www.VertivCo.com](http://www.VertivCo.com).