



# Vertiv 360AI



**Andrea Ferro**

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Partner



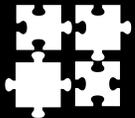


since  
**1965**

Long history of **pioneering** data center infrastructure technologies for mission critical applications.



Today a **global organization** listed on the NY Stock Exchange with a team of 27,000+ people and revenues of \$6.9bn (2023) from projects in 130+ countries.



Specialist in critical digital infrastructure with the most complete **portfolio in power and cooling solutions** wrapped in **software** platform and unmatched **services** offering.



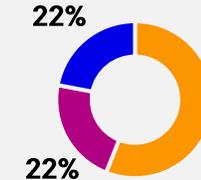
Strong position in HPC/AI with **technology partnerships** and **collaboration** with industry leaders.



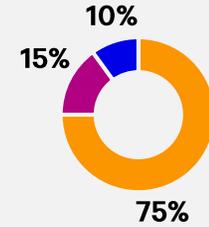
**Sales**  
~\$6.9B



**Employees**  
~27,000



AMER  
EMEA  
APAC



Data centers  
Comm networks  
Comm'l & Ind'l



### Customers include:

Alibaba, Alstom, America Movil, AT&T, China Mobile, Equinix, Ericsson, Reliance, Siemens, Telefonica, Tencent, Verizon, Vodafone



**Manufacturing sites: 22**



**Service centers: 240+**



**Reach: 130+ countries**

Note: All figures 2023FY.

Vertiv is a leading innovator with the most complete critical digital infrastructure portfolio in the industry.

**Power**

**Power Train**

We have all the “cars” from grid-to-chip, alternative energy interaction, controls and management.



Medium- and Low-Voltage Switchgear/Switchboard



3-Phase UPS Systems



DC Power



Power Distribution, Transfer Switches



Busbar

**Cooling**

**Thermal Chain**

We have all the “links” from chip, server, row heat collection, through data hall and facility heat rejection, controls and management.



Air Handlers



Chillers



Rear-Door Heat Exchangers



Immersion Cooling



Direct Expansion



In-Room Cooling



Direct-to-Chip Coolant Distribution

**IT Systems**

**IT Systems Set**

We have the components from distributed IT to gigawatt data center sites.



Racks and Enclosures



1-Phase UPS



Rack PDU



Rack Cooling



IT Mgmt Devices, Software, High-Performance KVM

**Integrated solutions**

**Integrated solutions**

for outdoor and indoor IT data rooms.



Power Modules



Smart Modules



Mega Mods



Integrated Aisles and Rows

**Services**

**Project and Lifecycle Services**

extend value of install base and maximizes market expertise.



Lifecycle Services



Project Services



Digital Services

# AI is here, and it is here to stay.

# It will transform our IT, it will transform our businesses, it will transform our lives.

“ AI is one of the most important things humanity is working on. It is **more profound than electricity or fire.**

— Sundar Pichai, CEO  




“ This is the first time that a technology developed in Silicon Valley **benefits the lives of everyday people so quickly and so tangibly.**

— Satya Nadella, CEO  
 Microsoft



“ We are **fundamentally changing how computing works and what computers can do. The next industrial revolution has begun.**

— Jensen Huang, CEO & Founder



“ AI is on the fast track to **becoming ubiquitous** — at **home**, at **work**, and **everywhere** in between.

— Predictions 2024: AI  
FORRESTER®

“ Gen AI could potentially raise annual labor productivity growth by around 1.5pp over a 10-year period, and eventually **raise global GDP by 7%.**

— Joseph Briggs, Sr.  
Global Economist  

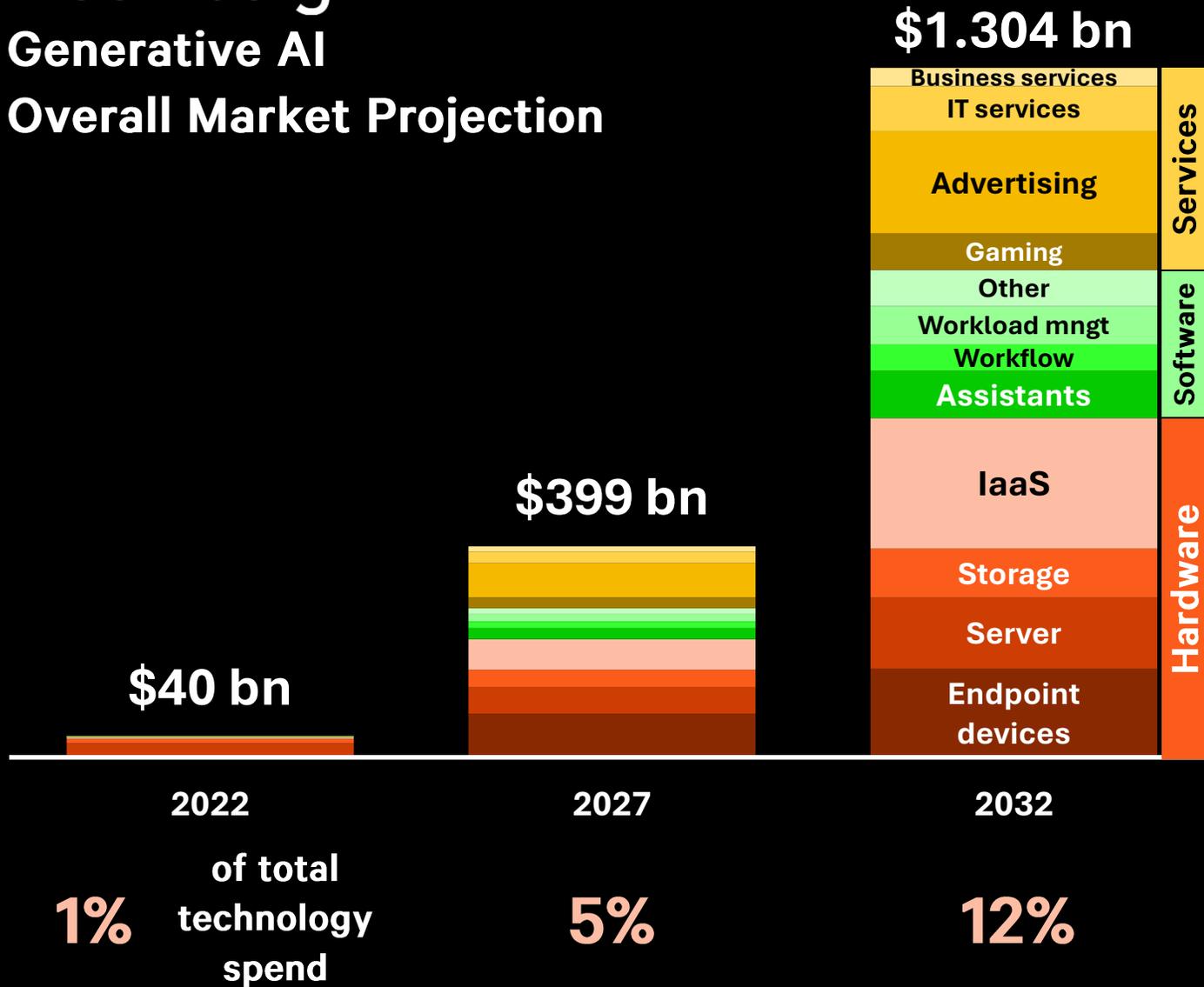



“ AI workloads (are) leading to a broad proliferation of accelerated computing infra-structure. This will require **investments in next-generation data center physical infrastructure** to support new architectures with higher power and thermal management requirements.

— Lucas Beran,  
Research Director



# Bloomberg Generative AI Overall Market Projection



AI represents an extraordinary opportunity.

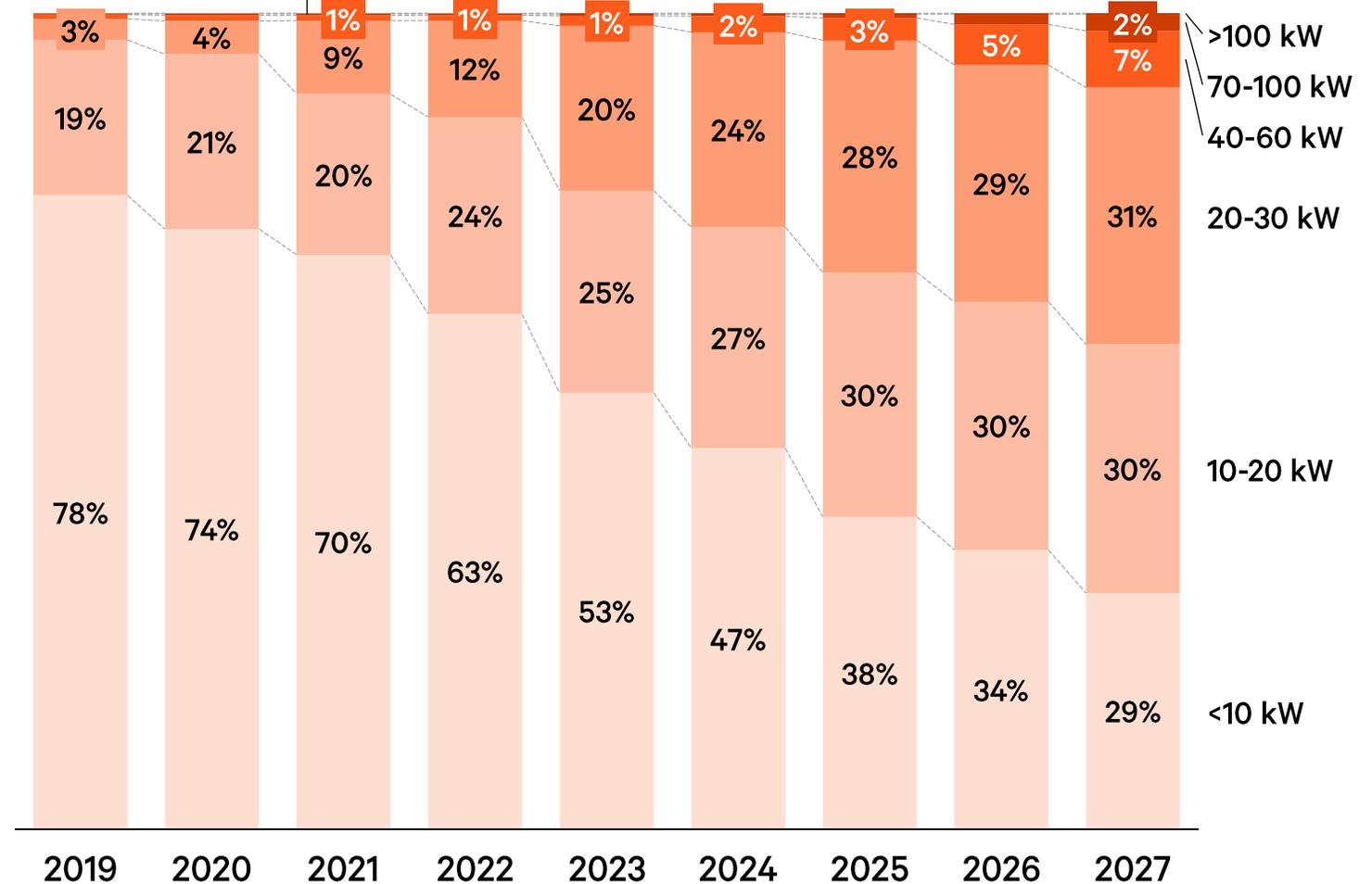
Bloomberg projects generative AI to be a **\$1.3-trillion business** by 2032.

As AI expands, rack density is on the rise with low density racks becoming the exception rather than the rule.

## Number of racks installed by rack density.



From 2021, more than a thousand racks over 100kW/rack expected to be installed yearly.



✓ Close **partnership and collaboration** with **companies leading** the AI revolution.  **NVIDIA**  


✓ Leader with **most complete portfolio** in power from grid to chip and cooling from chip to reuse, wrapped in **monitoring and control software** and **AI-ready services capabilities** covering product lifecycle.

✓ **Trailblazer innovator** from the days of Ralph Liebert to a NYSE-listed global organization.

✓ Unique capabilities to meet **deployment needs from single rack to entire data center**.

✓ **Global scale** with **resilient operational footprint**, in-market expertise and **field service coverage**.

Your AI critical infrastructure needs are in safe hands with Vertiv. Our offering is unparalleled in the industry.

**NVIDIA introduced its flagship launch at GTC2024 side-by-side with Vertiv infrastructure solutions.**

## NVIDIA DGX SuperPOD™ with GB200 systems

*Rendering as presented by Jensen Huang at GTC2024 on 18-Mar-2024. Highlights and captions added.*



Vertiv™ Liebert® XDU 1350 coolant distribution units.

Computing racks GB200 NVL72.

Networking racks.

Liquid cooling secondary fluid network feeding computing racks.



# How to prepare critical infrastructures to AI workloads?

- 1 Get ready to deploy liquid cooling in your data halls.
- 2 Don't be afraid to ditch existing paradigms.
- 3 Tailor power to the reality of AI workloads.
- 4 Update rack architecture to ensure good rack hygiene.
- 5 Explore power alternatives and efficiencies.
- 6 Plan to scale up for future next-generation architectures.
- 7 Rethink services needed to keep sites running.
- 8 Adapt your business approach.

# 1 Get ready to deploy liquid cooling in your data halls.



Prepare for liquid cooling. If not now, soon.



Don't turn off the AC just yet. Air cooling is not going anywhere.



Double check data sheets. IT vendors can have very different specs.



Keep in mind the 5Fs when bringing in fluids into the data hall.

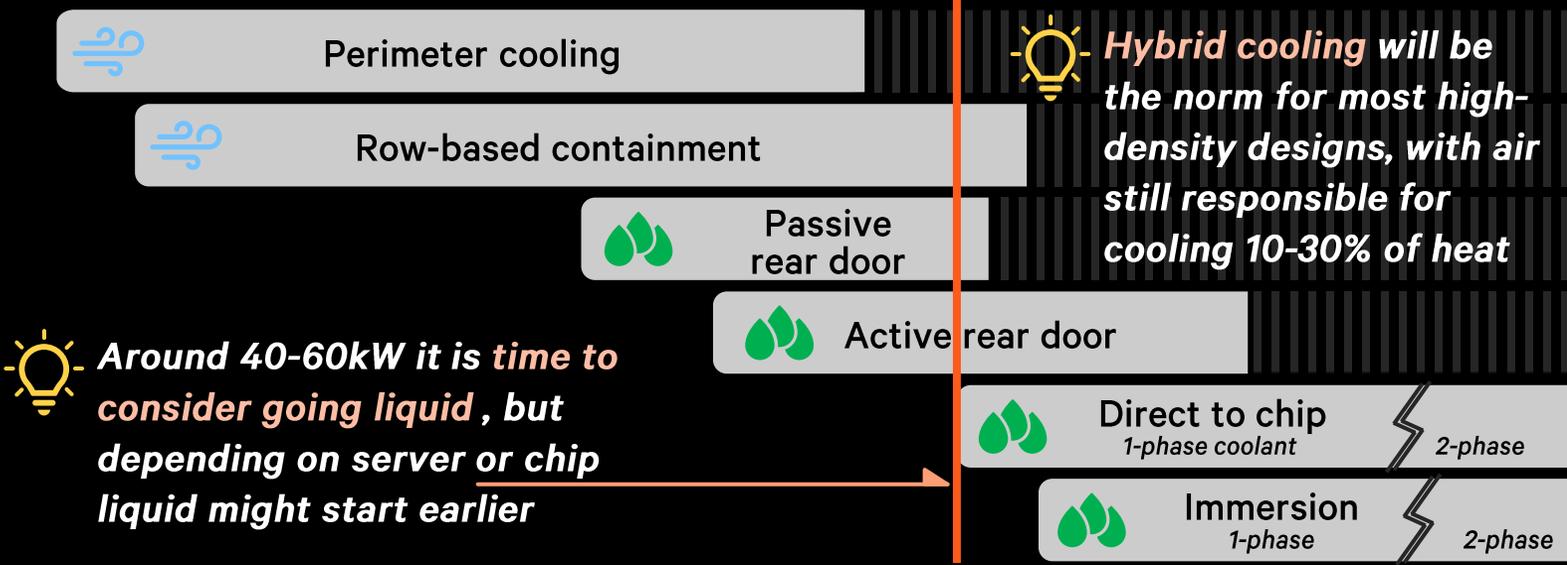


Dig deeper into the many liquid options. Applications and sites needs are unique.

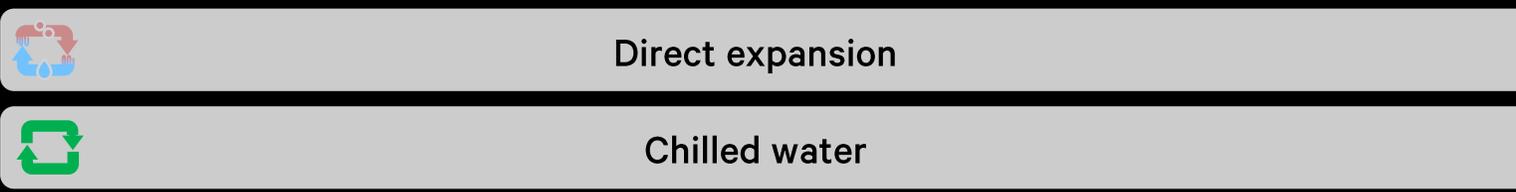
More compute packed in the rack is driving rack densities up, making the shift from air cooling to hybrid air-assisted liquid cooling a necessity.



**Technology to extract heat from IT**

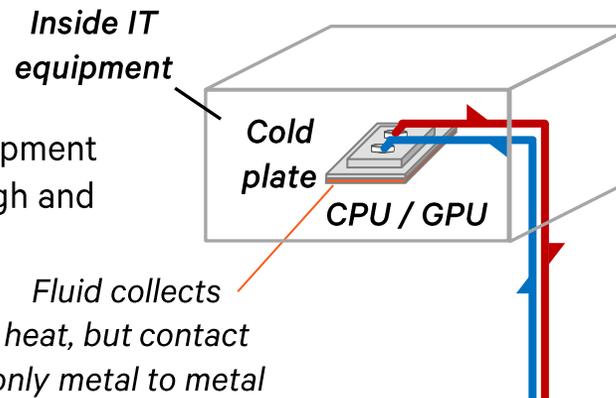


**Technology to extract heat from data room**



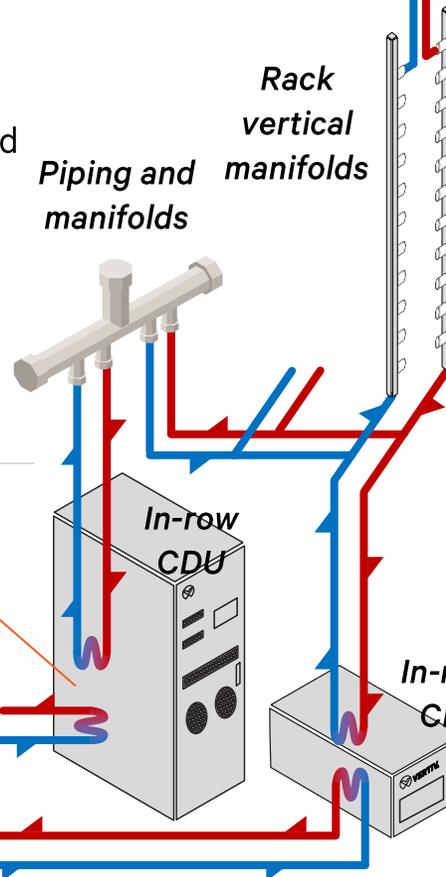
## Cold plate

- ✓ Highly conductive metal in contact with IT equipment pierced by micro-channels for fluid to go through and collect heat
- ✓ Considerable variety in designs
- ✓ Critical with little room for redundancy



## Secondary fluid network

- ✓ Piping, hoses and manifolds carrying the secondary fluid from CDU to cold plate
- ✓ Closed loop with minimal fluid load
- ✓ Equipped with quick disconnects for easier service
- ✓ Requirement to be able to handle system pressure and crucial to avoid leaks and contamination



## Coolant distribution unit

- ✓ Heat coming from cold plates transferred to primary fluid loop
- ✓ Crucial role in controlling flow rate, system pressure and filtration
- ✓ Redundancy ensured with multiple pumps and connection to UPS

Direct-to-chip liquid cooling introduces three new critical pieces of equipment to the server room.

# Manifolds and piping in secondary fluid networks are **mission critical components** part of liquid cooling solutions.

- ✓ Constructed with **non-reactive materials to prevent corrosion and fluid degradation** (often food or medical grade).
- ✓ Designed for **low-pressure drop, even flow distribution**.
- ✓ **Leak detection, expandability, and ease of installation/ serviceability** critical.

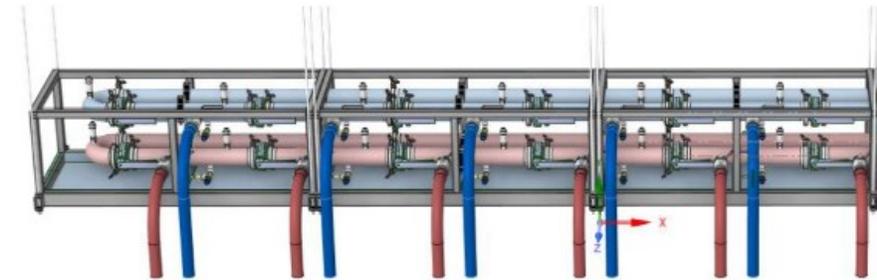


## In-rack manifolds

- ✓ In-rack fluid distribution connected to servers via flexible hoses or direct connection.
- ✓ Connection types and sizes determined by both cold plates and row manifolds.
- ✓ Space in the back of the rack at a premium with manifolds and connectors.

## In-row manifolds

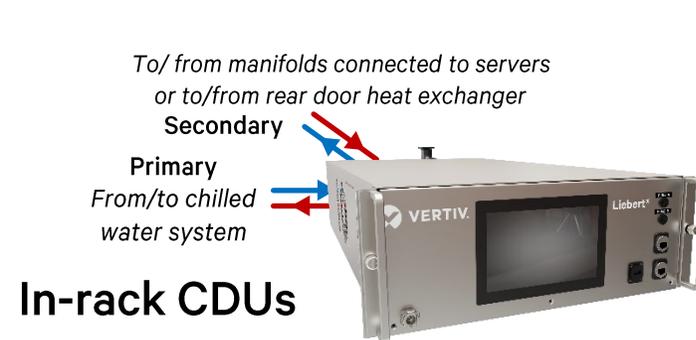
- ✓ Fluid distribution connecting multiple racks to CDUs.



“Simple” pipes and manifolds, but criticality of SFNs demand high engineering, skill to install and operate.

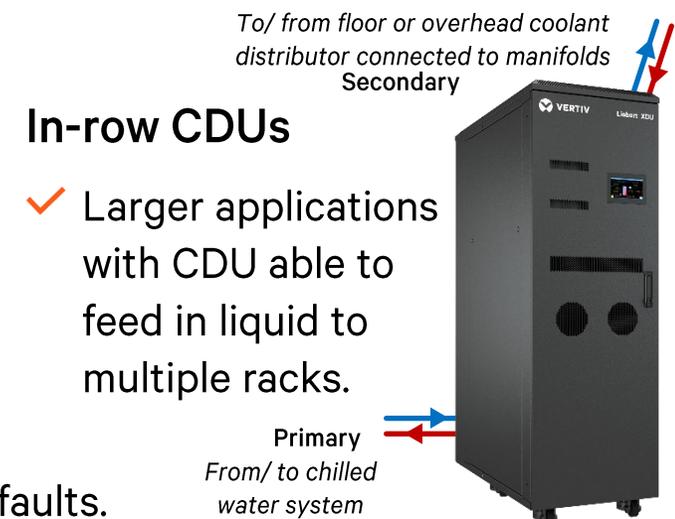
CDUs are the **beating heart of liquid cooling** systems, collecting heat from SFNs and transferring it to primary fluid loops.

- ✓ Critical component **distributing coolant** to entire system via SFN to cold plates.
- ✓ Intelligence of cooling solution **controlling flow rates**, ensuring **steady flow rates and inlet temperatures** to IT with embedded monitoring and controls.
- ✓ **Filtration** to extracting impurities out of SFN.
- ✓ Pump and power are key points of **redundancy** in the secondary fluid network (cold plate and manifolds are often single points of failure).



### In-rack CDUs

- ✓ Designed for smaller loads or for modular scale-up.
- ✓ Able to contain blast rates in case of faults.



### In-row CDUs

- ✓ Larger applications with CDU able to feed in liquid to multiple racks.

## 2 Don't be afraid to ditch existing paradigms.



Mechanical loads cannot be on the “mechanical” bus when coolant distribution is critical.



Integrate power and cooling into optimized holistic infrastructure.



Embrace new levels of temperature and  $\Delta T$  defaults.

Liquid cooling designs must take into account **very short ride-through times** in case cooling equipment fails.

### ? What is thermal inertia / thermal ride-through?

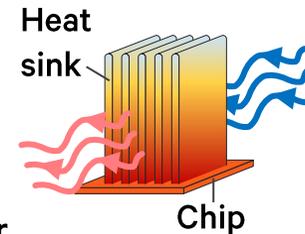
**Thermal inertia:** degree of slowness which temperature changes in system. A high thermal inertia system can cope for longer time until reaching maximum temperature.

**Ride-through time:** time between a loss of cooling systems and the resulting interruption of IT systems in a data center.

#### Air cooling

Heat is distributed through large surface of heat sink.

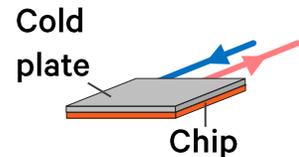
Volume of air around heat sink acts as buffer continuously collecting heat from heat sink and slowly moving with natural convection in case cooling system fails.



#### Liquid cooling

Higher heat flux with much smaller heat exchange surface.

In case CDU fails, volume stuck within cold plate channels and pipes overheats very quickly and cannot act as buffer to the system.



- ✓ IT equipment can **wait a few minutes until generator and cooling fully restarts** without triggering IT shutdown.
- ✓ Cooling plugged on the **mechanical bus**, not the critical power bus.c

- ✓ IT equipment is **forced to shut down in a matter of seconds** if cooling equipment is down.
- ✓ Coolant distribution unit feeding SFN is plugged into a **critical power bus**.

3

## Tailor power to the reality of AI workloads.



Size every car of power train for high-density all the way to the grid.



Reassess power design to cope with pulse loads of GPU clusters.



Rethink redundancies and criticality of different AI workloads.

## 4 Update rack architecture to ensure good rack hygiene.



Pack more compute into higher, wider, deeper and heavier IT racks.



Reduce back of rack clutter with high-density rack PDUs



Bring medium voltage as close to the IT as possible.



Anticipate OCP designs and the switch to DC power architectures.

Higher networking racks are being redesigned to handle heavier IT gear.



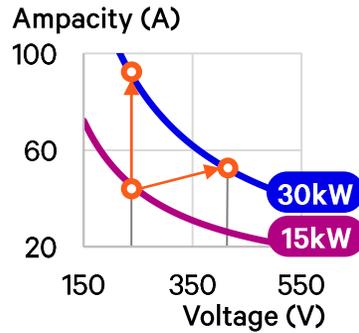
- ✓ **Stronger racks** to handle additional weight of IT gear and liquid volume and torque.
- ✓ Larger racks to allow for **HD rPDUs, manifolds, larger cables**, inlet/outlet hoses.
- ✓ **Retrofitting existing datacenters may become challenging** due to change in rack footprint.

- ✓ Racks must have **drip pans with sensors** that communicate to a central management controller.
- ✓ **Smart shutoff valves** to rack and row must be used to automatically shut off liquid flow in severe leak situations.



## Higher voltages need to be introduced to server rooms.

Doubling rack power requires **+16% amperage** if voltage moves from 240V to WYE 415V, but **2x amperage** if voltage stays at 240V.



Benefits of lower ampacity systems:

- ✓ Lower energy losses in the power distribution.
- ✓ Lower wiring cost with smaller diameter wires.
- ✓ Lower weight and size of wiring and other power components.



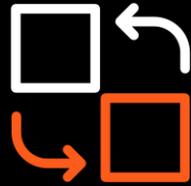
- ✓ **Multiple PDUs per rack to split load often not an option** due to limitation of space in the back of the rack.
- ✓ Higher capacities bringing in both **higher voltages and higher amperages**. New designs coming with WYE 277/480V forcing change in IT as standard server PSUs operate under 250V max. 60-80A PDUs are becoming part of the standard PDU offer, with recent custom units getting  $\geq 100A$ .
- ✓ **Breaker space becomes a bottleneck**, with novel designs moving breakers from the strip to above the rack by busbar tap-off box.
- ✓ **Input plugs and cable are challenging**, hardwiring becomes needed or higher spec plug designs (e.g. Anderson plugs).

**Rack PDUs are undergoing transformative design changes to meet the needs of high-density AI workloads.**

## 6 Plan to scale up for future next-generation architectures.



Accelerate and simplify projects with modularity and repeatability.



Embed flexibility in designs to scale up with AI use-cases.



Understand how to leverage existing infra retrofitting and have AI in mind in new build.



Plan for the future. Even if its harder than ever to predict it.

# Vertiv™ 360AI

## Rack solutions



## Inferencing & Edge AI

- ✓ AI testing and pilots
- ✓ Edge inferencing

## Row and room Solutions



## Enterprise & Data Center AI

- ✓ AI lab
- ✓ Model training and inferencing
- ✓ AI row within existing data hall

## Facility & data center solutions



## Prefab Modular AI Data Centers

- ✓ AI model training at scale
- ✓ AI factory

Modularity and repeatability are key elements to improve ROIs of AI deployments, no matter their size.

Deployment speeds  
can be reduced  
significantly with  
**pre-engineered  
solutions.**

# Vertiv™ 360AI



## Reduce Deployment Time up to 50%

Pre-engineered solutions eliminate design cycles and reduce deployment time up to 50%.<sup>1</sup>



## Complete Range for the Entire Journey

Solutions available for the entire journey from testing to pilot, with wide range of size and scope from Edge inferencing, to large AI data centers.



## Flexibility & Customization

Many heat rejection and form factor options allow for retrofit and reuse of existing cooling systems, minimizing deployment cost and scope.



## Interoperability & Seamless Implementation

Only Vertiv can meet both the power and cooling demand of AI, each solution is built from the most advanced portfolio of power and cooling in the industry.



## Unmatched Expertise & Support

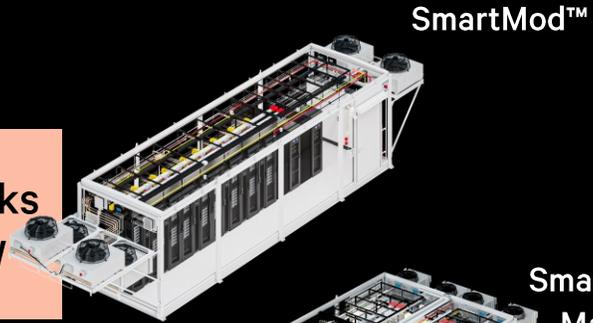
Support throughout the process from assessment and design, to deployment and lifecycle management.

Prefabricated data centers are all-in-one modular solutions suitable for applications small to large, being used by enterprise and hyperscalers alike.

Single module



≤14 IT racks  
≤100 kW

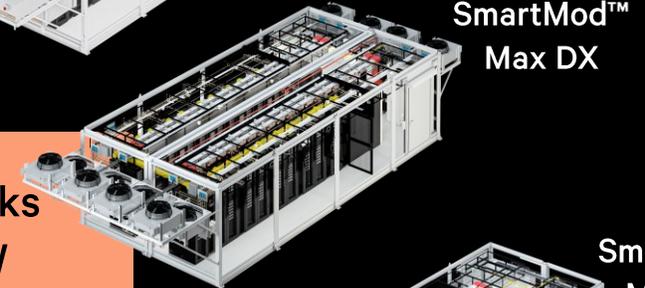


SmartMod™

Two modules, DX



≤26 IT racks  
≤200 kW



SmartMod™  
Max DX

Two modules, CW



≤24 IT racks  
100-200 kW



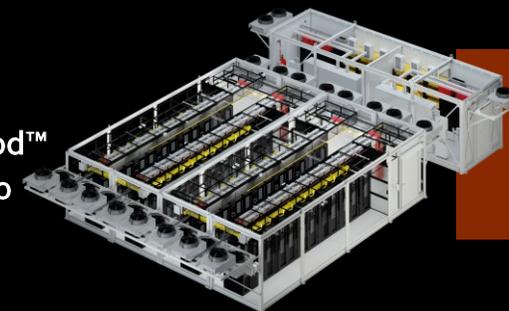
SmartMod™  
Max CW

Four modules



SmartMod™  
Combo

≤104 IT racks  
220-600 kW



# Power and cooling modules, and data room structure are the **building blocks** of prefabricated data center modular solutions.



## ⚡ Power modules/ skids

- ✓ Up to 5000A main distribution board with integrated ATS, UPS and batteries (Li-Ion or VRLA).
- ✓ Thermal management systems for electrical infrastructure.
- ✓ Access control, CCTV, fire detection and suppression.



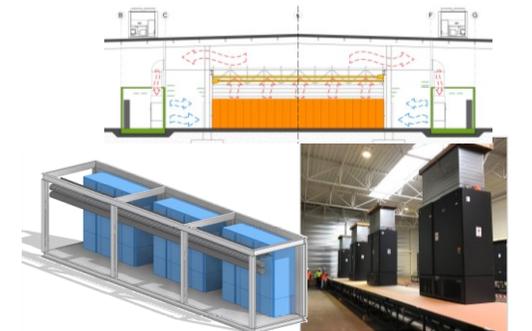
## 🏗️ Data room super-structure

- ✓ Prefab overhead super-structure for IT data rooms.
- ✓ Busbars and tap-off boxes, cable trays, fiber runners, aisle containment, lights.
- ✓ Fire detection and suppression elements (sensors, pipes and nozzles).

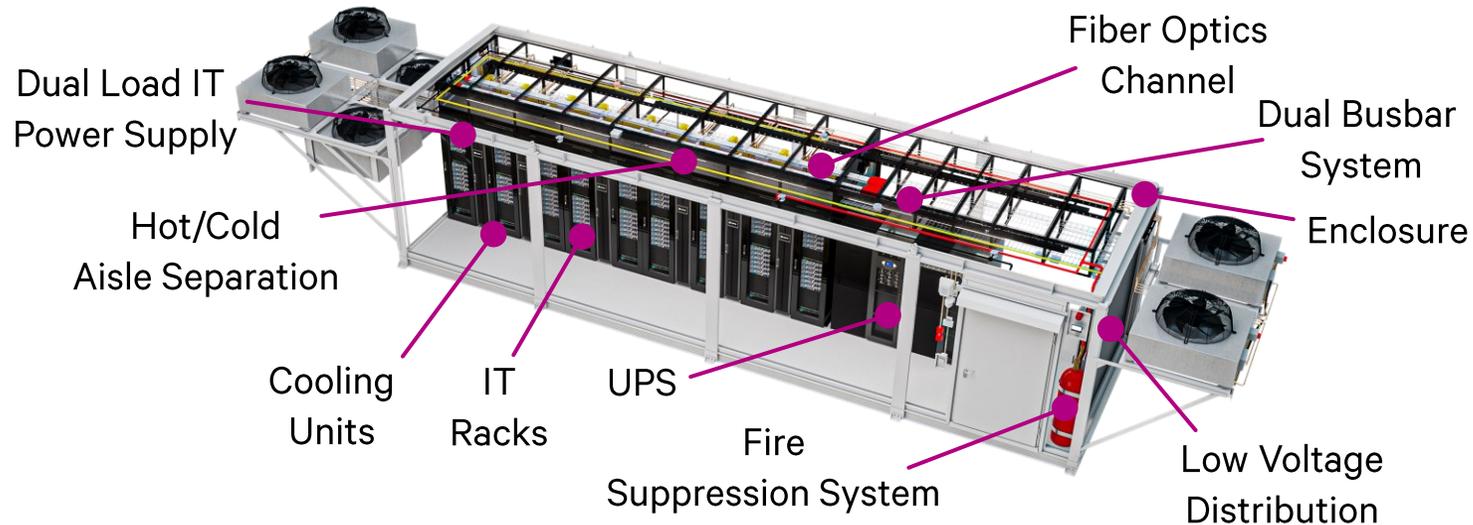


## ❄️ Cooling modules/ skids

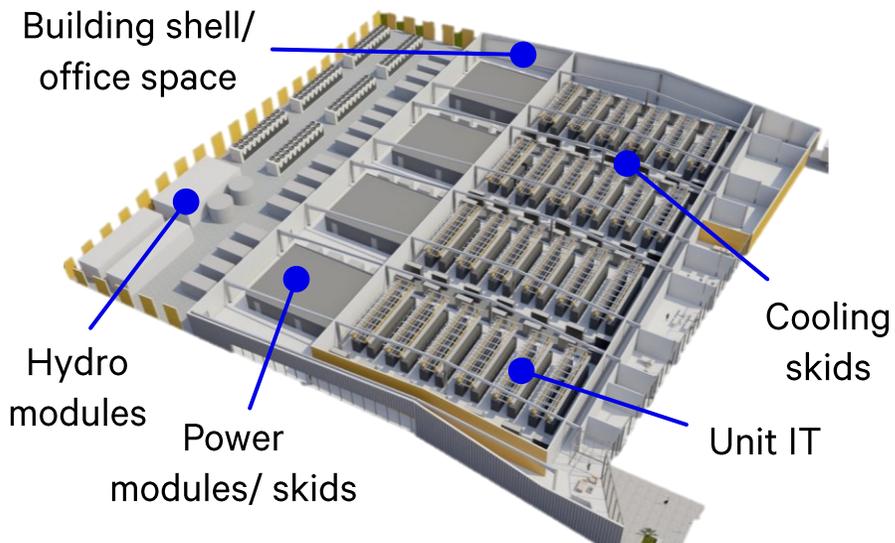
- ✓ Placed around perimeter of the data room.
- ✓ Prefabricated piping and valves inside the skid.
- ✓ Variety of cooling options (CW CRAH, Fan wall, DX, IDEC, DEC).



## All-in-one standalone prefabricated modular data center



## Hybrid prefabricated data center with building shell



On-site traditional construction:

- ✓ Building shell
- ✓ Office space

Off-site prefabricated building blocks:

- ✓ Power modules/ skids
- ✓ Cooling skids
- ✓ Hydro modules
- ✓ Unit IT superstructure

**Prefabricated modular data centers can be self-sufficient solutions or hybrid designs integrated into brick-and-mortar building shell.**

KR06

KLU WPX

7

**Rethink services needed to keep sites running.**



Ensure service is considered end-to-end from concept to ongoing operational support.



Start training and upskilling teams to meet new infrastructure requirements.



Implement additional monitoring to enhance preventive maintenance.

# Successful high-density deployments require expert end-to-end services from site assessment to lifecycle management.

Designing, deploying, and maintaining infrastructure for AI-enabled data centers is challenging.

Vertiv's Global Services for liquid-cooled solutions deliver expertise in site assessment, design, installation, commissioning, and lifecycle management through Vertiv Certified teams

Working in collaboration with industry leaders, Vertiv provides optimal conditions for a long-lasting solution to ensure peace-of-mind throughout the life of your equipment.

## Consultation & Assessment

- ✓ Perform design consultation and assessment customized to specific site requirements:
  - Site visit
  - Product selection
  - System planning/design
  - System layout
  - Integration drawings
  - Computational fluid dynamic (CFD) Digital Twin modeling

## Installation & Integration

- ✓ Manage project and perform assembly services:
  - Rack assembly
  - Busway installation
  - Rack PDU installation
  - Aisle containment
  - Integration from CDU to chip via overhead and rack manifolds
  - Removal of old equipment
  - New Vertiv unit installation

## Commissioning

- ✓ Commission OEM and startup service:
  - Site Acceptance Inspection
  - Startup
  - Site Acceptance Testing
  - Integration System Testing
  - Training

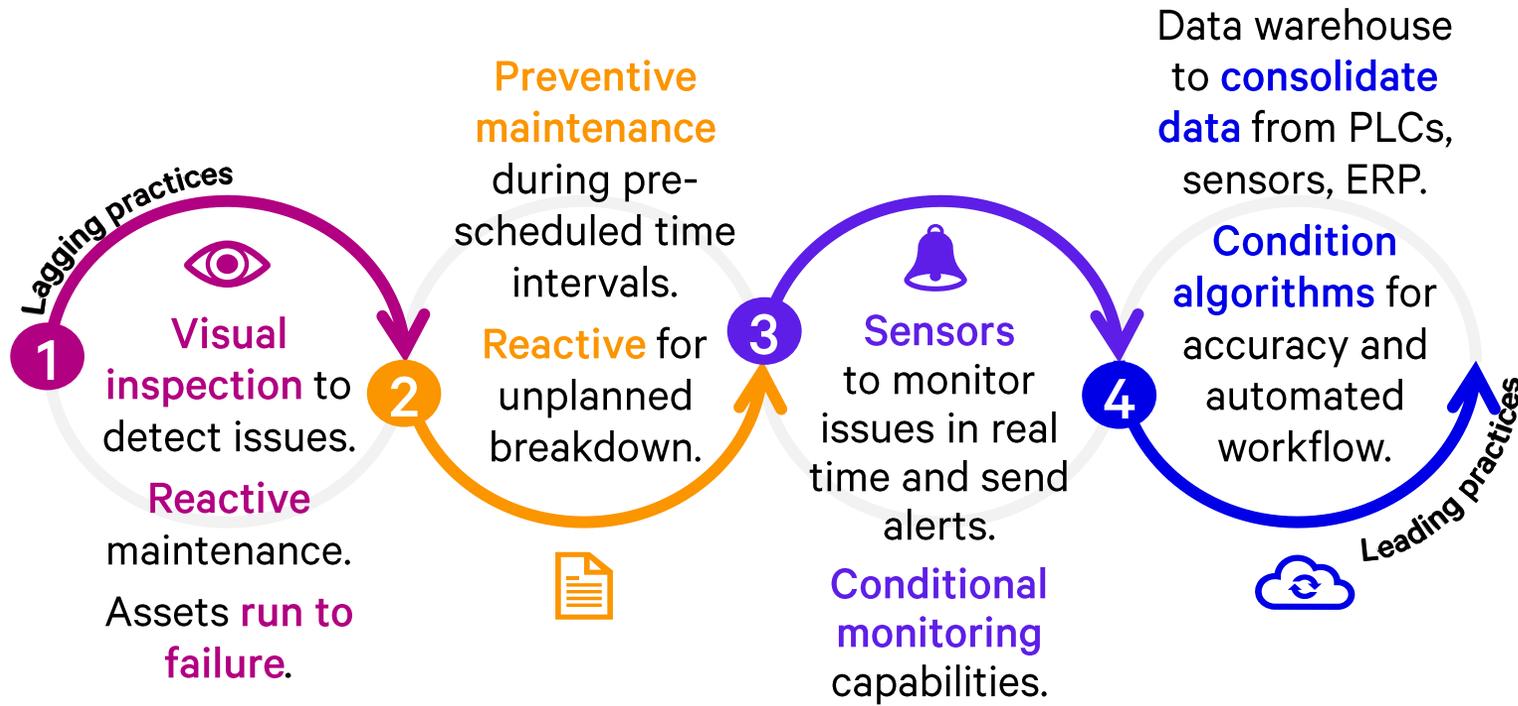
## Operational Services

- ✓ Preventive Maintenance Visits
- ✓ Parts/Labor Coverage
- ✓ Emergency Response
- ✓ Technical Support
- ✓ Fluid management:
  - Fluid sampling and testing
  - System discharge and recharge
  - Fluid quality remediation



Hassle-free design, deployment, and management for future-proofed data centers in every location.

## Evolution of maintenance technologies



- ✓ Real time data is analyzed with AI/ML to **detect component anomalies**, performance deviation to a normal and to calculate useful life remaining.
- ✓ Algorithm output determines when action needs to be taken, **next maintenance** or **planned interim intervention**.
- ✓ Upkeeping is done within algorithm-driven **proactive maintenance** and **component replacement** program v pure time-based activity.
- ✓ **Health score** is defined at component, equipment, site and enterprise levels.

Connectivity solutions enhance system **reliability** and operational condition.

## 8 Adapt your business approach.



Expand partnerships in sales cycle as projects increase complexity.



Collaborate closer between IT and facilities to ensure project success.