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## RESEARCH FIRM CASE STUDY

This media research company defines the global standard for online audience measurement. It is also the leading provider of television audience measurement and advertising information services.

### DATA CENTER CHALLENGE

Managing two sprawling data centers with worldwide implications is no small task. Millions of dollars in critical IT assets, infrastructure, and enterprise corporate data need to be protected and kept active. While the company had made investments to monitor the inner workings of their hardware and software network, it became abundantly clear that the ability to monitor the facility and environmental conditions in their data centers was just as important.

The client lacked accurate, real-time environmental conditions monitoring, and often had to blindly guess why their IT gear was failing. IT personnel often blamed IT equipment failures on environmental conditions without the data and information to back up the claims.

The research company has since invested in Uptime Devices' RPM system, solving their environmental monitoring issues. They can now monitor temperature and humidity levels using the RPM CM and HEAT RIMS at multiple locations in the two data centers. If an environmental condition exceeds one of the parameters that IT personnel have pre-set, the system sends real-time alerts via SNMP Traps, SMS, or authenticated emails notifying them of the condition. The Uptime Devices solution also includes reporting and trending analysis. This enables the IT staff to check on a daily basis a 15-day graphical trend analysis report to see if the temperature and humidity levels in their data centers are changing in any way over time.

### CHALLENGE

This research company has a host of clients across the world depending on their data services. How can they safeguard their constant flow of information feedback so they can dependably deliver for their clients?

### SOLUTION

By integrating Uptime Devices, they have closed the open loop of their data center monitoring. With an effective monitoring system, the company has greatly improved their ability to prevent harm to their IT network from environmental and facility factors.

### UPTIME LESSONS

Data center environments can become just as important as the hardware and software hosted within them.

Guesses and assumptions are no way to diagnose poor IT performance and data center failures.

Real-time alerts when environmental parameters are exceeded can mean rapid response to avoid system problems.