

# Insider perspective and predictions on where IT innovations will lead us next

The IT market is a quick-changing, innovation-driven market when it comes to new concepts, designs, platforms and products. What drives vendors and consequently the innovations themselves is the IT professional's need to save time, save money and reduce risk.

For power, the same criteria drive our innovations. Eaton understands that power is often an afterthought. Power is expected to work. Period. In order to do that, power solutions need to evolve to meet the needs of today's IT professional through efficiency. Efficient in performance, and efficient in

regards to intelligence and how that allows users do more with less. At Eaton, we have formed alliances with leaders in IT, to make sure our innovations integrate directly into theirs.

Beyond keeping close relationships with the EMCs, SimpliVity and Nutanix of the world, there are other efficiencies to note affecting the direction of the IT power industry.

When doing some fortune-telling on where the market is headed, Eaton's Herve Tardy has spelled out a few to keep an eye out for (as seen in ChannelProNetwork).

1.

## Lithium ion batteries are coming to the UPS space.

Eaton is hard at work on a li-ion UPS product right now. A new edition of Eaton's 5P UPS containing lithium ion batteries will reach the market soon. You won't need to replace the batteries every two years, making its lifetime total cost of ownership over \$400 less.

2.

## "Software-defined power" is on the way too.

The rise of software-defined data center technology has infrastructure operators clamoring for software-defined power solutions, Tardy says. Eaton sees this as an opportunity to create products that virtualize, configure, and adjust power services dynamically. Indeed, Eaton is already developing APIs based on the popular REST protocol so that data center operators can administer power distribution units from within software-defined infrastructure management systems.

"Going forward, the PDU will really be the smart device everyone wants to access," Tardy predicts, because it gives administrators direct control over power flows to IT hardware.

3.

## The rise of software-defined power makes cloud orchestrators the integration opportunity of the future.

According to Tardy, integrating Eaton's power management software with VMware's vCenter virtualization management solution is the single most disruptive move Eaton has ever made in power quality.

Virtualization vendors remain an integration target for the company—Eaton has technology in the works that will give Hyper-V users the kind of control over virtual machines that VMware fans enjoy at present—but the growing importance of software-defined everything is rapidly turning makers of cloud orchestration software into the integration opportunity of tomorrow.

Hence Eaton's recently announced tie-in of its Intelligent Power Manager solution with VMware's vRealize Operations platform, which enables technicians to manage power devices the same way and through the same interface as their other software-defined assets.

4.

## The Internet of Things will change the way Eaton designs products, but it won't produce a whole new category of solutions.

The proliferation of sensors, beacons, and other Internet of Things technologies will soon fuel demand for "micro data center" products, including in the power quality space, Tardy believes.

"We will make sure everything Eaton is IoT enabled," Tardy says, which means designing products that provide office-grade, plug-and-play simplicity for use in remote, largely unsupported environments.

5.

## The next big innovation in UPS displays is sitting in your pocket.

"I really believe the future will be to put the display on a smartphone," Tardy says—provided, of course, that can be done securely.

[switchon.eaton.com](http://switchon.eaton.com)

**EATON**

Powering Business Worldwide

I LIKE WHAT  
THE FUTURE  
HOLDS!



I PREFER TO REMINISCE  
ABOUT THE PAST!

