

Room Alert Strengthens FutureWorks Data Center Defenses

Whether you realize it or not, data centers play a critical role in your everyday life. With over 7.2 million data centers worldwide, they are essential for safely accessing information, from video games to bank account details and health records. In fact, more data has been shared online in the past two years than in all of previous human history. According to a 2019 Ponemon Institute report, the average cost of an unplanned outage in a data center is approximately \$9,000 per minute. This underscores the importance of robust infrastructure to prevent costly disruptions. For FutureWorks, a media company in India, safeguarding their assets with Room Alert environment monitoring has proven invaluable.

FutureWorks, with over 15 years of experience, is primarily focused on the post-production industry. They boast a camera division, VFX, audio studio, and DI divisions, successfully executing more than 500 projects. With branch locations in India and marketing offices in Europe, they serve both international and domestic clients.

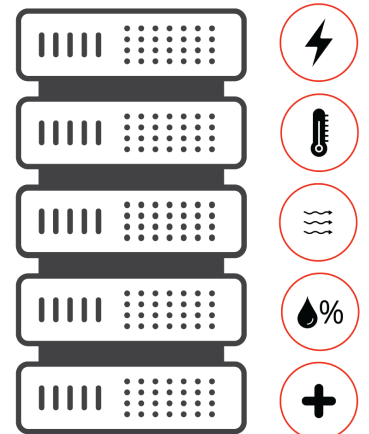
Protecting Crucial Data With Room Alert - Environment Monitoring In Data Centers

Before discovering Room Alert, FutureWorks recognized the need for environment monitoring across their multiple data centers. They understood the importance of keeping track of their data centers and maintaining efficiency. FutureWorks initially used analog temperature monitoring, which provided limited reporting and monitoring capabilities, lacking the ability to proactively alert their team to potential environmental threats.

Following a simple internet search, FutureWorks CEO Mr. Gaurav Gupta identified Room Alert as the perfect solution to enhance their environment monitoring, alerting, and automation. They swiftly adopted the Room Alert ecosystem in their three locations in India (Mumbai, Chennai, and Hyderabad).

Three key features led them to invest in Room Alert. Firstly, they appreciated the ease and simplicity of monitoring their Room Alert hardware from anywhere at any time. Room Alert Account services offer an online portal accessible from any Internet-connected device worldwide. This allowed FutureWorks engineers to monitor Room Alert even from home, during weekends, and holidays.

Data Center Monitoring



About AVTECH

- In business over 35 years
- Found in over 185 countries
- Distribution in RI, USA and Shannon, Ireland

Room Alert Basics

- Multiple monitor models
- Pricing begins at \$295
- Full range of sensor options
- Solutions for every industry, type & size organization

Room Alert Monitoring

- Free Room Alert app
- Online Room Alert Account
- Includes Room Alert Manager (Professional Tier & higher)
- Local software provided
- Fully compatible w/ third-party SNMP monitoring tools



Another significant appeal was Room Alert's custom email notifications, offering users the option of receiving alerts via native SMS, email messages, email-to-SMS, or HTTP post. Email alerts proved useful for staying informed during both work and non-working hours. The final selling point was the Room Alert Light Tower.

Shedding Some Light Tower On The Situation

FutureWorks loved the Light Tower w/Audio. The Light Tower w/Audio was designed to connect to any Room Alert monitor and enhance the alerting capabilities of any Room Alert, Axis camera or other application on the network. Light Tower w/Audio provides visual and audible alerting when an issue or event occurs and this feature was a huge selling point for FutureWorks.



Light Tower w/ Audio

Light Tower lights and audio alarms can be automatically turned on/off when sensors go in or out of an alert condition or Axis camera sensors are triggered. Alarm warning lights and audio can also be turned on/off manually through a Room Alert device's web interface, Room Alert Manager software, or via SNMP. FutureWorks shared with us "The Light Tower is a master stroke of all. Its visual and audio alarms help a lot and we don't miss a minute, so we avoid disasters from ever happening."

A variety of Room Alert products were deployed in FutureWorks different locations within their office, based on key requirements. Throughout their Mumbai and Chennai locations, they have multiple Room Alert 12SR monitors, Digital Temperature & Humidity sensors and of course

a couple of Light Towers. Like FutureWorks, any data center or facility that needs immediate visual and audio notification of an alert can connect our Light Tower Adapter directly to their Room Alert 12S.



A Relay Switch can alternatively be connected to our Light Tower Adapter, and can turn up to 3 low voltage devices on or off in response to an alarm detected by the Room Alert 12S. For example, a flood alert could trigger a fan or water pump to turn on. For us internally at AVTECH, we have a Light Tower mounted above the door of our data center, making it easy for anyone walking by to see if there is an issue that needs attention.

Many Ways To Monitor

Room Alert devices and sensors can be monitored via the Room Alert mobile app, Room Alert Account, Room Alert Manager or a third party monitoring platform. FutureWorks found that a combination of the mobile app and online Room Alert Account dashboard offers the most comprehensive approach. Our app delivers a mobile-first mindset where users experience the same level of security, dependability and professionalism they've come to know and expect from us in Room Alert Account and Room Alert Manager - while also benefiting from additional features that are designed to support mobile users from all over the world.

Room Alert Account is a web-accessible platform that where customers can manage and monitor temperature and environmental conditions, create custom reports for temperature logging or environmental sensor logging history, receive alert notifications when environmental conditions reach extremes, and much more.



Maintaining ASHRAE Best Practices

FutureWorks has custom configured their Room Alert capabilities to alert them via email notification if or when their thresholds are crossed. These thresholds are based off of industry standards and mandates. For example, ASHRAE (American Society of Heating, Refrigerating and Air-Conditioning Engineers) recommends ranges of 18° to 27°C (64° to 81°F) and relative humidity between 20-80% in data centers. In environments with high levels of both copper and silver corrosion, ASHRAE states that the upper moisture level should be kept below 60% RH, possibly lower than 50%.

Operating outside of these conditions puts data centers at serious risk for equipment overheating / failure, irreversible data loss, warping of materials and hardware corrosion as well as electrostatic discharge (ESD), which can

cause damage to sensitive components. ASHRAE best practices are regarded as an international standard in many countries, especially India where climate conditions vary widely. Adherence to international standards like those provided by ASHRAE are essential for ensuring data center optimization.

With Room Alert, FutureWorks receives email notification to inform them if the temperature and humidity in their data center is beginning to deviate from ASHRAE guidelines. Then their team of engineers can interact within the Room Alert app and Room Alert Account to address the situation. Once corrective action is taken, FutureWorks can promptly acknowledge the alert and clear it so that others are able to see that the problem was resolved. This approach to taking corrective action helps minimize and prevent irreversible data loss and disaster.

Crisis Averted

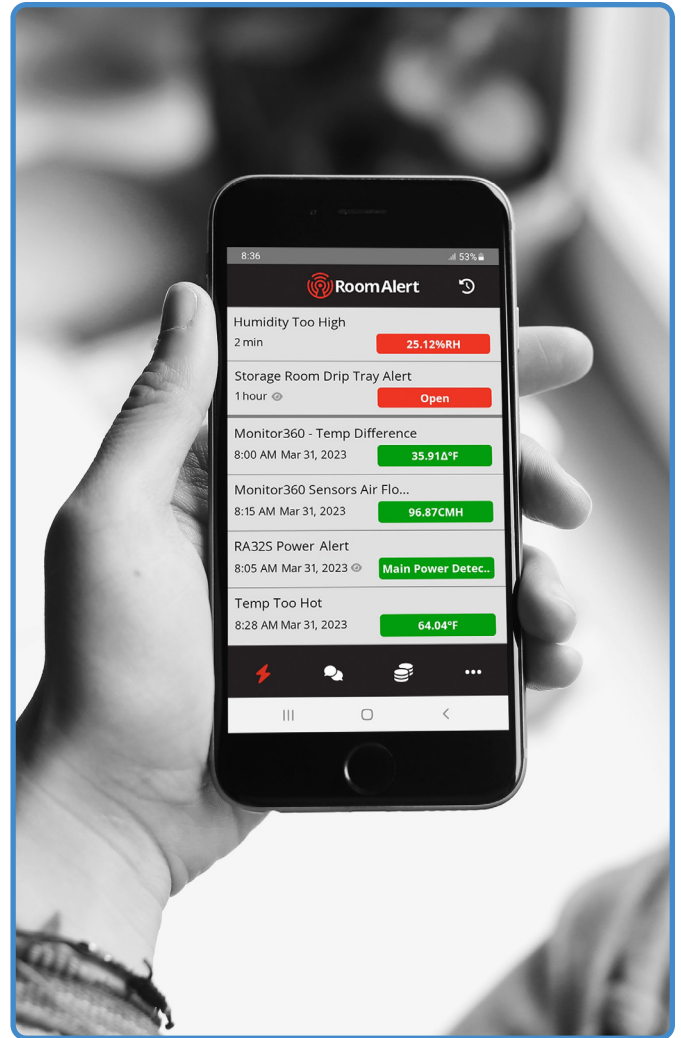
Room Alert hardware and software pays for itself after saving you from just one incident involving a costly, unplanned outage. In the years that FutureWorks has been a Room Alert customer, they have avoided several potential catastrophes. In those situations, Room Alert's proactive alerting notified them to fluctuations of temperature and humidity in their data centers that would have otherwise gone unnoticed. However, in most cases before it even escalated to that point, they were able to predict the issues based on the sensor data and graphing features within Room Alert Account.

One of the many core strengths of Room Alert lies in its ability to detect anomalies and deviations from established norms. Maintaining historical sensor data records for up to two years is immensely valuable in identifying patterns and trends. Graphing that historic sensor data within reports is the best way to visually track trends in the environment. In FutureWorks experience, a majority of the time they were able to utilize Room Alert's features to foresee possible threats. By analyzing their data, they have been able to make informed decisions about maintenance schedules and enhance overall operational efficiency.

The End Result

For FutureWorks media company in India, their data centers continue to be safeguarded and supported by the Room Alert ecosystem. Every facet of their environmental monitoring and business continuity planning has been thoroughly addressed. They conveyed their satisfaction and mentioned that they would contact us if any issues arise in the future.

AVTECH takes great pride in having our Room Alert products trusted by FutureWorks as well as hundreds of thousands of other data centers and facilities in over 185 countries worldwide. AVTECH has been helping clients with environment monitoring needs since 1988 and we look forward to our next 35+ years of continued innovation.



Room Alert provides peace of mind by helping protect people, property and productivity.

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