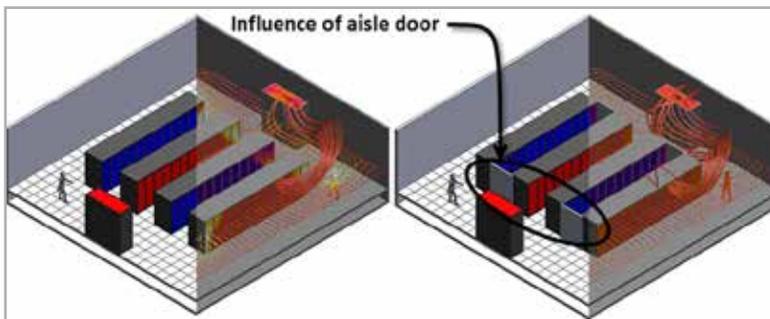


## Data Center CFD Analysis Consulting

IMAGINiT provides an effective collaborative consulting business model to deliver CFD simulation services for confident design decisions. The insight we provide empowers our clients to create robust designs faster and more reliably without distractions to their current development process.

### Our model is built on leveraging strengths

By partnering with IMAGINiT, the analysis process is left to our analysis experts and the design process is left to your design experts. Sharing of these core competencies encourages continuous collaboration and bi-directional flow of information. This ensures all design guidance and ideas exchanged fit within your constraints for timing, cost, manufacturability, size and aesthetics.



### Benefits of IMAGINiT insight:

- ▶ Assessing cooling effectiveness before construction
- ▶ Validating energy conservation measures (ECMs) on retrofits
- ▶ Substantiating performance claims to facility owners
- ▶ Identifying exhaust recirculation and areas of cool air bypassing server racks
- ▶ Optimizing tile locations, CRAC locations and raised floor dimensions
- ▶ No flow/thermal expertise or software needed – We have it!

### Initiatives impacted:

- ▶ Mitigating overdesigning and costly rework while reducing redundancy
- ▶ Cultivating stronger communication with clients
- ▶ Minimizing space requirements and reducing construction costs
- ▶ Developing sustainable data centers
- ▶ Increasing energy savings with lower power usage effectiveness (PUE)

### What are the biggest reasons companies partner with IMAGINiT?

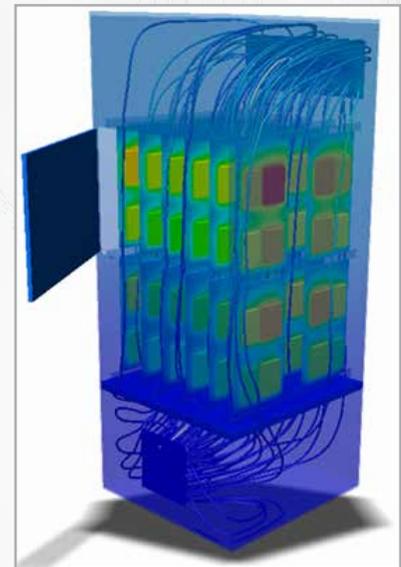
**Design Insight.** Our team provides impactful design insight for understanding how to fix a problem or innovate new and better performing products without diverting internal engineering resources.

**Analysis Expertise.** Our team has built careers around CFD analysis and we have the expertise to confidently gain and interpret simulation results to empower our clients to make informed design decisions and meet critical project deadlines.

**Preserve design intent.** Our process is highly collaborative and built around leveraging the strengths of both IMAGINiT and our clients. The combination of focused core competencies and frequent design review meetings where IMAGINiT works as an extension of the team ensures we are always in lock step with your objectives to preserve the original design intent.

### Application Areas:

- ▶ Hot/cold aisle arrangements
- ▶ Free cooling
- ▶ Enclosure-based containment
- ▶ Water-cooled systems
- ▶ Energy audits
- ▶ Transient thermal responses
- ▶ Catastrophic failure modes



“Securing a data center tenant can be a challenge for facility owners without upfront confirmation of sustainable operation given the energy costs required for cooling and post-installation retrofit costs. We have leveraged the IDP (now IMAGINiT) team on several occasions now to provide visual evidence of a viable HVAC strategy to prospective tenants. Not only has the team been able to quickly depict data center thermal stratification, but also influence tile layout modifications to eliminate hot aisle recirculation for greater rack efficiency.”

— Chris Kincaid  
Sr. Design/Build Project Mgr.  
Lee Technologies Services, Inc.

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