



Server Room Solutions:

How small to midsize IT businesses can make their IT budgets appear larger than they are

Overview

IT managers of small and midsize businesses must deliver uninterrupted service 24/7. Undersized budgets, barebones staff, increasingly complex infrastructures and limited workspaces are all part of the equation they're expected to solve. But there's a danger in this juggling act, and even the most skillful managers are vulnerable.

IT managers of small to midsize businesses, engulfed with day-to-day operational problems, have little time to make plans to expand capacity and keep up with new technology trends. Without additional capability, revenue is stagnant, budgets remain low, and it is a struggle to remain competitive. It's a negative cycle that not only restrains their growth but also threatens their survival.

Large business data centers, on the other hand, have the financial resources to upgrade to new technology whenever necessary. They use the advantage of scale to provide their clients with ongoing service improvements. It's a cycle that leads to continual growth.

Fortunately, data management tools are available that can optimize the utility of existing technology, boost security and strengthen disaster recovery programs. These tools have the effect of "leveling the playing field" with regard to large business data centers so that smaller IT operations can enter a cycle of growth.

Choose the Right Tools

If a management tool is to be effective, it must possess one essential virtue – simplicity. Hardware and systems must be easy to install and simple for the IT staff to master. Complicated tools can consume resources to the point that they erase the benefits that had justified their purchase. This requirement is the point of entry for this category.

In Band vs. Out of Band

The trend in technology development is to design tools that help IT managers do more with less, which is good news for companies with limited resources or skills. Today, there is a range of affordable, centralized IT management solutions that offer you 24/7 control over the servers in your data center, whether you're at the rack, in your office, at home or anywhere in the world.

But first, some definitions:

In Band, Out of Band: What's the Difference?

Generally, there are two ways to access the OS level of your servers and networking devices – through in-band and out-of-band methods.

In-band management is a way to access a target device using the network's existing data stream as a conduit. Most equipment – like switches, routers, network appliances and servers – includes a TCP/IP stack that provides multiple services (i.e., routing packets, serving Web pages, etc.). Within these packet processing functions are management packets that are addressed to the device itself.

So if protocols such as Telnet and SSH are supported by a networking device, a terminal interface may be available to the user. In-band management tools for servers typically come in the form of remote desktop software that must be installed on the server. It's through these interfaces – and their management packets – that an IT manager can access and control the target devices.

For in-band access methods to work, however, the full software stack of the target device must be available – operating system, network interface, remote desktop software, etc. If there is a network outage, or the server's OS is frozen, in-band methods cannot access and troubleshoot the target device. And, since in-band methods require the operating system to be running, they cannot give access to the BIOS level.

Out-of-band management, on the other hand, uses external equipment to access target devices outside the standard software stack and network access used by the target. This allows users to access and control target devices even if the OS or network is down. It also provides access at the BIOS level, including remote power control.

Analog KVM and **digital KVM** switches help IT administrators manage servers. Both are stand-alone devices that fit in an open space in the server rack. Server management can also come in the form of embedded technology. Called Baseboard Management Controllers (BMC), these are specialized microcontrollers directly installed on the motherboard of the server.

There are also appliances that can access and manage the company's networking and telecommunications devices. These are commonly called **Serial Console Servers**, or **Serial-over-IP Switches**.

All switching solutions have their advantages. All can also be used separately, or together, to meet the needs of your business. So which should you choose?

Out-of-Band Options and Solutions

Server Management: KVMs to the Rescue

A KVM switch allows a user to control multiple IT devices from a single keyboard, video monitor and mouse. Matrix KVM switches allow multiple users, each using a KVM console, to connect to multiple devices.

Advantages of KVM Switches

KVM switches are easy to install and offer BIOS-level control of your servers, even if the target server's operating system is down. They replace multiple keyboards, monitors and mice, so they reduce clutter in your server room. They offer maximum scalability. Plus, there is less cabling, saving you money and disruption to the work environment.

Analog KVM: Local Heroes

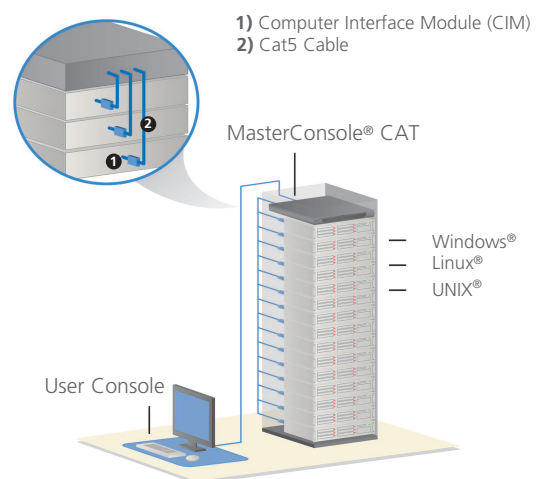
Analog KVMs operate by having a direct cable connection from your KVM console to the KVM switch to the server. Cables are generally coaxial or preferably Cat5.

Advantages of Analog KVM Switches

Analog KVMs, like all KVMs, operate independently of your network, enabling BIOS-level access to your servers. Because they're wired directly to the server, analog KVMs provide a high level of security, plus high-quality, real-time video and superior mouse performance.

What to Look for in a Product

- ▶ Scalability, to grow and to add new features and functionality as your business needs change.
- ▶ Usability – Is it easy to set up and use? How easy is it to add servers and network devices? Or to add/change administrative settings?
- ▶ Flexibility – What is the maximum distance that users can be from the target servers? Does it work with all the leading industry servers?



Analog KVM switches are perfect for environments where computers and servers are within close proximity. They offer high-security, high-performance video and nearly perfect mouse synchronization.

KVM over IP: Remote Access Pros

KVM over IP uses the TCP/IP infrastructure you already have in place, allowing you to manage and troubleshoot remote servers from virtually anywhere. It gives you a centralized management solution, is easily accessible, and also frees you to be more productive.

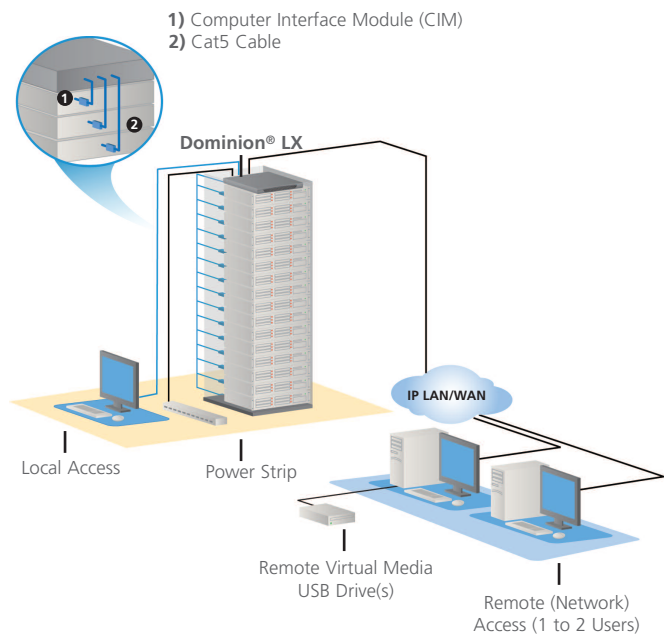
Advantages of KVM over IP

KVM-over-IP switching solutions can be tailored to meet the needs and budgets of businesses with midsize server rooms and data centers, helping you improve operations uptime and reduce maintenance costs. They offer:

- ▶ Remote and at-the-rack access to systems from anywhere in the world.
- ▶ Access to multiple server platforms within one switching system.
- ▶ Reduced downtime by providing easy access and control to any connected IT asset.

What to Look for in a Product

- ▶ Near real-time video and mouse performance at various connection speeds.
- ▶ File-transfer capabilities like virtual media, which allow users to install patches or upgrades to remote servers from any location.
- ▶ Advanced mouse synchronization capabilities, which allow perfect mouse synchronization out of the box without the need to adjust mouse settings on every remote server.
- ▶ Multitiered security – built-in authentication and support for external authentication servers, such as LDAP, Active Directory® and RADIUS; SSL or AES encryption for all data; and control of user access rights.
- ▶ Intuitive, modern Web-based user interface for both local and remote access.



In the diagram above, the KVM-over-IP switch offers the user secure access to the server from any location within or outside the data center. License upgrades for additional feature/functionality are available.

Network Equipment Management: The Serial Console Server's Calling

A serial console server provides access to a system's network devices, or any other IT equipment that supports serial connectivity.

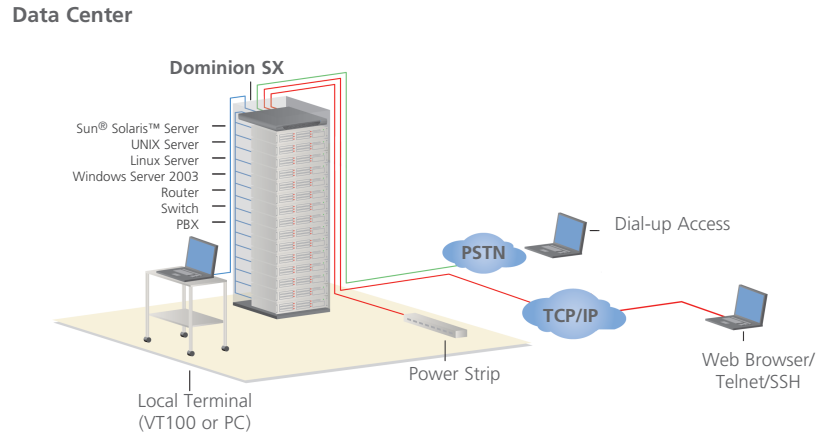
A console server typically provides a number of serial ports, which are then connected to the serial ports of other equipment, such as servers, routers or switches. Dedicated console server appliances are available in many configurations, with the number of serial ports going up to 48 or more, with optional features such as dual power, dual LAN and modem access.

Advantages of Serial Console Servers

Remote users can log onto the serial console server without being physically nearby. IT administrators can also centralize the management of serial devices with a single IP address. The consoles of the connected devices can be accessed by connecting to the console server over a network via a browser or with terminal emulator software such as Telnet or SSH, or via a modem for out-of-band access.

What to Look for in a Serial Console Server

- ▶ Access – Can you access network devices via SSH/Telnet or browser? Or troubleshoot your remote network devices even if the primary network connection is unavailable?
- ▶ Security – Does it offer encryption such as RC4 or AES? Can an administrator manage the permissions of each console server port?
- ▶ Can it set up common authentication and authorization for all local and remote users and administrators?
- ▶ Does it offer models with dual power supplies, built-in modem and redundant network interface cards?



Serial Console Servers, or Serial over IP, let you access your system's network devices from any location that has an Internet connection.

Combined KVM and Serial Console Servers: The Best of Both Worlds

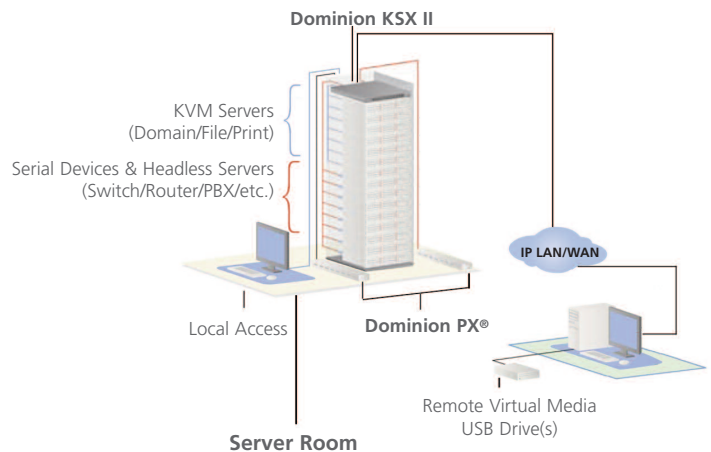
A combined KVM-over-IP switch and serial console server (see descriptions above) lets you access, maintain and control all the devices in a remote office or server room. Advanced models offer integrated power control, virtual media and advanced data encryption.

Advantages of Combined Devices

Hardware-based solutions offer secure, remote KVM access, serial device management and power control in a single, space-saving unit. It allows IT staff to securely restore service in less time – eliminating the need to travel to remote locations to fix problems. This is ideal for locations that have limited space, or just a few servers and serial devices.

What to Look for in a Combined Device

- ▶ One consolidated view of all IT equipment.
- ▶ A single, platform-independent solution that offers centralized, integrated and secure control.
- ▶ BIOS-level control of KVM equipment and console-level control of serial devices.
- ▶ Network-independent access via a built-in modem if the network is unavailable.
- ▶ Security features like FIPS 140-2 encryption, smart card and CAC authentication.



Combined KVM and serial-over-IP devices provide server and network device access in a single unit – perfect for small server rooms or remote offices. Intelligent rack PDUs offer a wealth of information about power and the environment at IT racks.

Intelligent Power Strips: The Power to Manage Power

Intelligent power strips provide network managers with a variety of accurate power-related information, including current draw (amps), voltage and energy usage (kWh). Sophisticated models also support environmental sensors so data center managers can monitor factors such as temperature at the rack. Environmental monitoring not only can increase uptime but it can also allow data center managers to confidently increase ambient temperatures, thereby reducing cooling costs.

Advantages of Intelligent Power Strips

By deploying intelligent rack PDUs with sophisticated controller boards, you can make your racks “smart racks.” For example, you can take advantage of real-time IT asset tracking or create usage reports by department, equipment type or whatever way you or senior management want to view the information. Intelligent power strips give you the information to improve both your efficiency and your data center’s efficiency.

What to Look for in a Product

- ▶ Does it provide energy usage data (kWh) in ISO/IEC +/- 1% billing-grade accuracy?
- ▶ Does it support accurate remote power monitoring and metering of current (amps), voltage and power (kVA, kW)?
- ▶ Does it work with energy management solutions such as Raritan’s Power IQ® so you can prepare a variety of reports and perform analytics?
- ▶ Does it support a variety of sensors, including temperature, humidity, contact closure, airflow and air pressure?

An Information Journey Lies Ahead

It is crucial, that managers in small and midsize data centers make informed decisions about which of these sources can best address their problems. It will take much more than window-shopping to arrive at the most advantageous decision. The challenges outlined here can serve as a starting point for in-depth research.

In Raritan’s Opinion

Whether you begin your research with Raritan, or end it with Raritan, you’ll find that we offer one of the widest ranges of compatible, secure IT management devices in the industry. Our solutions are currently working – non-stop – in tens of thousands of installations worldwide, from small offices to enterprise-scaled data centers. With Raritan, you can:

- ▶ Access and repair servers and networking equipment out of band from remote locations.
- ▶ Respond quickly to problems, even if the WAN is down or the OS is not available.
- ▶ Reboot equipment and monitor power conditions remotely.
- ▶ Centralize multiple operations into a single management device.
- ▶ Maintain and enhance the security of every IT device you manage.

Raritan is confident that no other company offers better management tools to solve the innate problems of small and midsize IT data centers. After you complete your research, we believe you’ll come to the same conclusion.

Server Room Solutions: How small to midsize IT businesses can make their IT budgets appear larger than they are

About Raritan

Raritan is a leading provider of secure IT infrastructure management solutions that provide IT directors, managers and administrators the control they need to improve data center productivity, enhance branch office operations and increase overall power management efficiency. In over 50,000 locations around the world, our integrated, secure in-band and out-of-band server access, control and power management products help companies better monitor and manage server access, utilization and energy consumption. Our intelligent PDUs offer remote power control and monitoring at the rack and device level, empowering data center owners with information to improve uptime and capacity planning, and efficiently utilize energy to save power and money. Raritan's OEM division provides embedded hardware and firmware for server and client management, including KVM over IP, IPMI, intelligent power management and other industry standards-based management applications.

Based in Somerset, N.J., Raritan has 38 offices worldwide, serving 76 countries. For more information, please visit Raritan.com

© 2011 Raritan Inc. All rights reserved. Raritan® and Know more. Manage smarter.™, Dominion®, MasterConsole®, PX® and Power IQ® are registered trademarks or trademarks of Raritan Inc. or its wholly-owned subsidiaries. All others are registered trademarks or trademarks of their respective owners.