

Five Reasons Why Maintaining Standards Makes Sense for MTDC Sales Engineers

Organizations often rely on standards to guide what products they buy and who they buy from. By standardizing purchasing with one partner, for example, they can reap cost savings that come with consolidation.

Standards are repeatable ways of doing something. Standards contain technical specifications or other precise criteria designed to be used consistently as a rule, guideline, or definition.



IN MANY INDUSTRIES, STANDARDS ALSO PROVIDE A CONSISTENT WAY TO

-  **measure and evaluate performance**
-  **ensure safety**
-  **meet regulatory requirements**

For MTDC providers, the practice of maintaining standards really shines strong when it comes to designing the complex logical and physical data center infrastructure solutions needed to meet increasingly diverse tenant demands. Organizations want to embrace digital transformation and take advantage of the next-generation technologies it enables. With standards, multi-tenant data centers (MTDC) providers can ensure the level of solution interoperability that's needed for tenants focused on accelerating innovation.

MTDC providers are under pressure to make it easier for tenants to consume a wide range of applications and data on demand and within budget, and time-starved sales engineers are tasked with designing the solutions that will create more business opportunities.

Here are five reasons why maintaining standards makes sense.

1

Streamlining RFPs.

When it comes to data center design and infrastructure, there are multiple of regulatory and operational standards to take into consideration based on geography, industry and the nature of a tenant's business.

As a result, completing RFPs can be a cumbersome, time-consuming process. Most call for developing floor maps and elevation views to illustrate how requirements will be met, and require extensive supporting product document to accompany bills of materials.



Most sales engineers spend their days bouncing back and forth between a dizzying array of tasks related to attracting and onboarding tenants, and it's all-too-easy for them to sink under the weight of multiple RFPs that almost always seem to share the same deadline. Streamlining the RFP process requires partnering with manufacturers who follows industry best practices and offer a library of drawings and product documentation at the ready for that can be used to meet the needs of even the most discerning RFP issuer.

2

Reducing security risks.

The infrastructures that organizations rely on in order to embrace cloud technologies, Software-as-a-Service (SaaS), and distributed workforce models are becoming more connected and more complex, which increases both cybersecurity and reliability concerns. It's also important to keep in mind that the power systems, backup generators, air conditioning, connectivity, and other areas of operational technology are just as vulnerable as the IT systems they support.



No organization can afford to take an improvised, reactive approach to risk, which is why it makes sense to steer clear of unknown or untested solutions. Maintaining standards for interoperable solutions improves security and mitigates the risks of adopting new technologies. Converged infrastructure solutions that are based on proven reference architectures that map the logical layer to the physical layer enable sales engineers to take advantage many of the most popular technology platforms and architectures while ensuring consistency across deployments.

3

Designing and deploying solutions faster.

Tenant goals and objectives can and do change quickly and often, which means MTDC providers must be able to design and deploy solutions more or less on demand. This need for speed is one reason why sales engineers are adopting converged physical infrastructure solutions that leverage modular and repeatable designs, and arrive ready to deploy,



with thermal management, cable management, connectivity and intelligence in place.

Pre-configured infrastructure solutions such as those from Panduit arrive fully tested, validated, ready to rack and roll, and reduce time required for assessment (up to 80%), planning (up to 80%), fulfillment (up to 90%) and deployment (up to 65%).

4

Trouble shooting across locations.

Tenants want to leverage hybrid cloud architectures in order to more easily run diverse workloads as well as access SaaS offerings and interconnected services from various vendors, which can create significant troubleshooting and support challenges for MTDC operators.



By specifying and deploying standardized infrastructure across locations, sales engineers can develop and apply a set of processes that can make it faster and easier to troubleshoot problems using remote hand support services.

5

Controlling costs.

When it comes to data center infrastructure, sales engineers also want to choose an industry innovator whose solutions are designed to maximize revenue per square foot and improve profitability by optimizing space utilization and reducing implementation times.



It's also important to find one who has the ability to proven solutions that can meet business needs and regulatory requirements across all locations. By consolidating purchasing with on vendor, MTDC operators benefit from economies of scale and are in a better position to provide more competitive pricing to tenants.