

Chicken or egg, what was first?

Transferring a data center design from the US to Europe and its difficulties thereby

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CLIMATE. CUSTOMIZED.



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Area Sales Manager

Stulz GmbH - Germany

34 years

married, 1 daughter

Air conditioning Engineer

since 2004 at STULZ

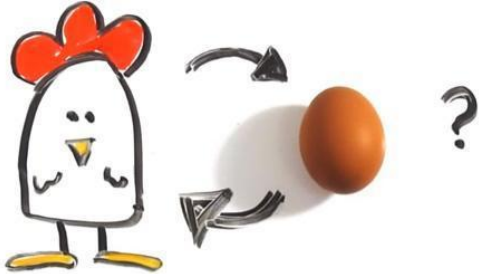
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Agenda



What is important for the
Data Center operation
from customers point of
view....!



...to have an
uninterruptible
operation of the
Data Center at
minimum costs ...

In other Words:
minimum risk & minimum cost





Every customer has it's
own definition what
minimum **risk** means



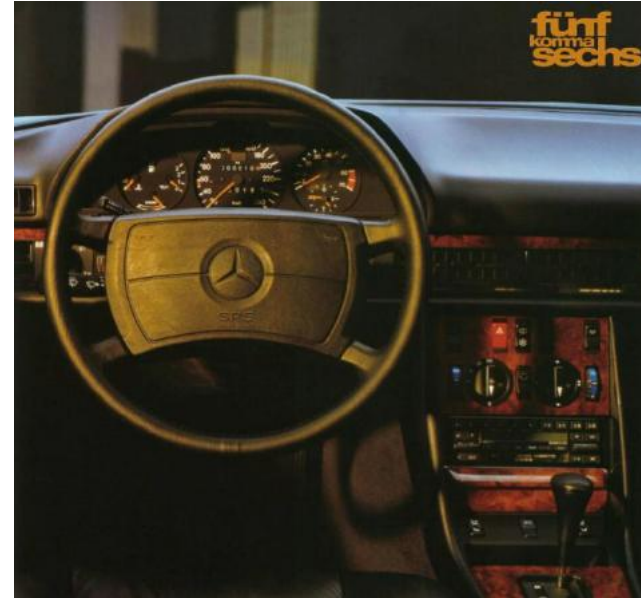
Every customer has it's
own definition what
minimum **cost** means

Minimum risk & minimum cost

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Minimum risk & minimum cost



Options:

Driver Airbag 2.451,- DM

Driver and passenger Airbag 4.708,- DM



Minimum risk

safety & security level

cooling concept , system design

best possible operation conditions @ the specific location

Product / component specifications

SoO

Spare part availability

Speed of response & Aftersales Service

Manufactures competence (global and local)

Service capabilities



Minimum cost

safety & security level

cooling concept , system design

best possible operation conditions @ the specific location

Product / component specifications

SoO

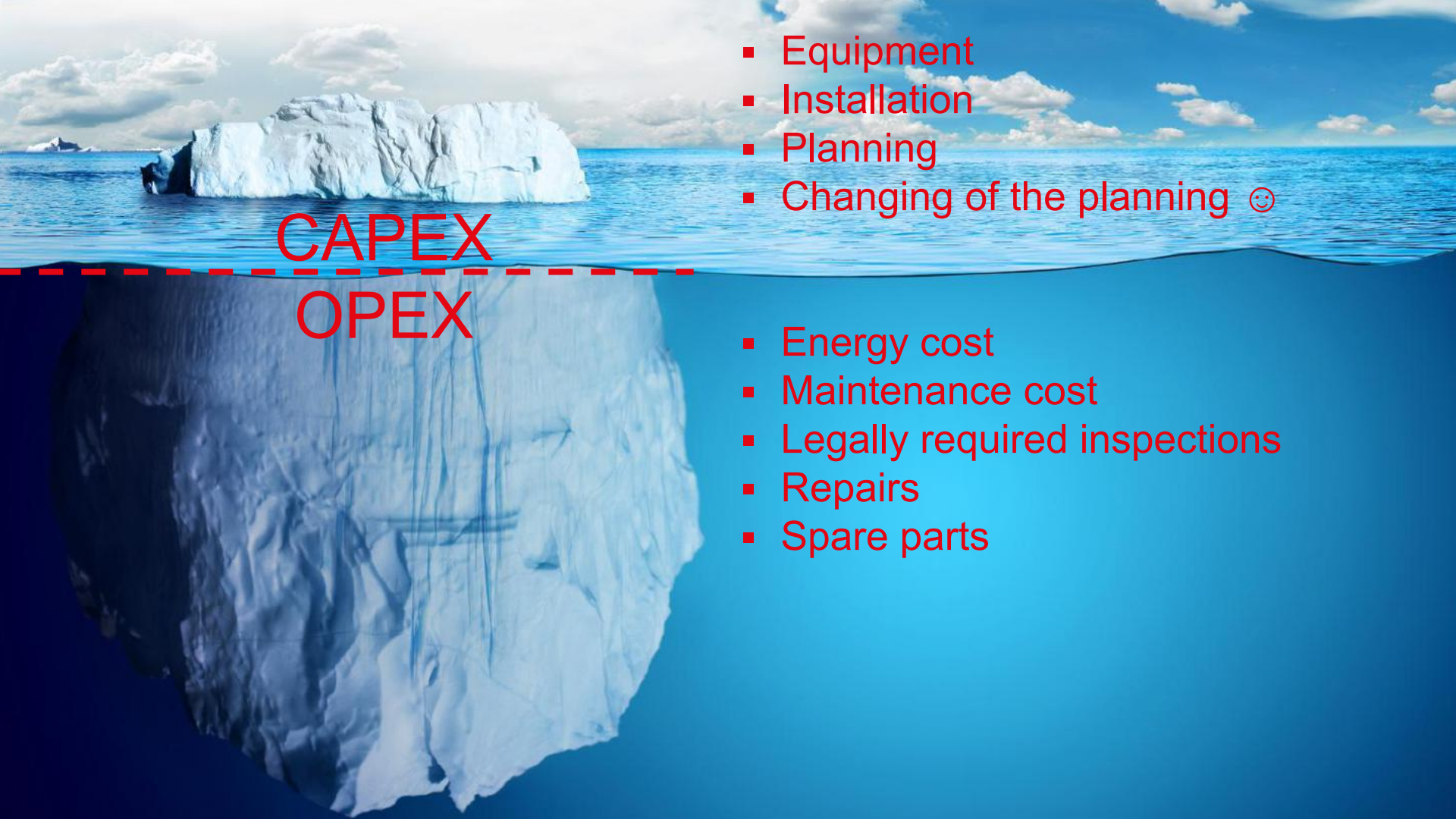
Spare part availability

Speed of response & Aftersales Service

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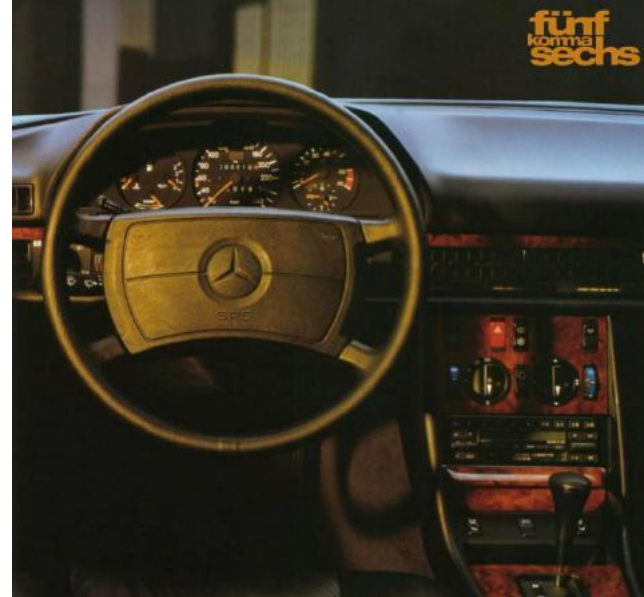


CAPEX

OPEX

- Equipment
- Installation
- Planning
- Changing of the planning ☺

- Energy cost
- Maintenance cost
- Legally required inspections
- Repairs
- Spare parts



Minimum risk & minimum cost = **customers choice**

Two project stories



How the customer explained it



How the project leader understood it



How the analyst designed it



How the programmer wrote it



How the business consultant described it



How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed

US customer ABC swapping over to Europe

6 Locations in 5 countries in Europe – approx. 1.000 MW

US design / condition used 1-to-1 for Europe

- XXL Down flow CRAH units
 - 400 kW
 - 108.000 m³/h
 - max. dimensions 6 x 2 meters shipped and delivered in sections
 - 1 x pipe connection
 - 1 x PICV Valve
 - 1 x controller (Carel)
 - etc.
-



● 6 Locations (5 countries)

Version 1 - best suitable version

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2 x ASH 2060 CW

- + meet all technical data
- Total length 6,22 meter
- 2 x PICV Valve
- 2 x Stulz controller
- 2 x Piping connection



Unit size 7 (3.110mm)

Unit size 7 (3.110mm)

Version 2

STULZ

2 x ABH 1750 CW

- +/- meet all technical data
 - More power consumption
 - Special coil
- + Total length 5,10 meter
 - 2 x PICV Valve
 - 2 x Stulz controller
 - 2 x Piping connection



Unit size 5 (2.550mm)



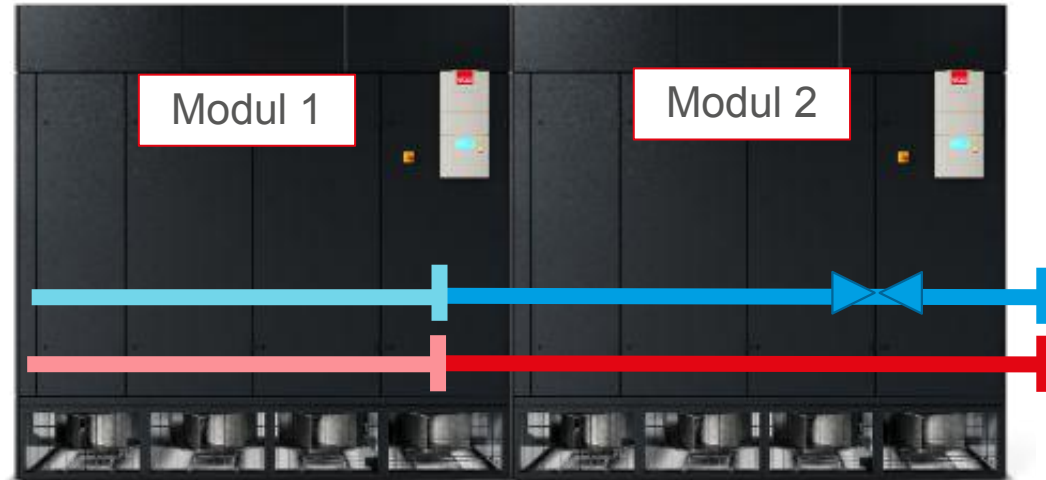
Unit size 5 (2.550mm)

Version 3: special design incl. first compromises

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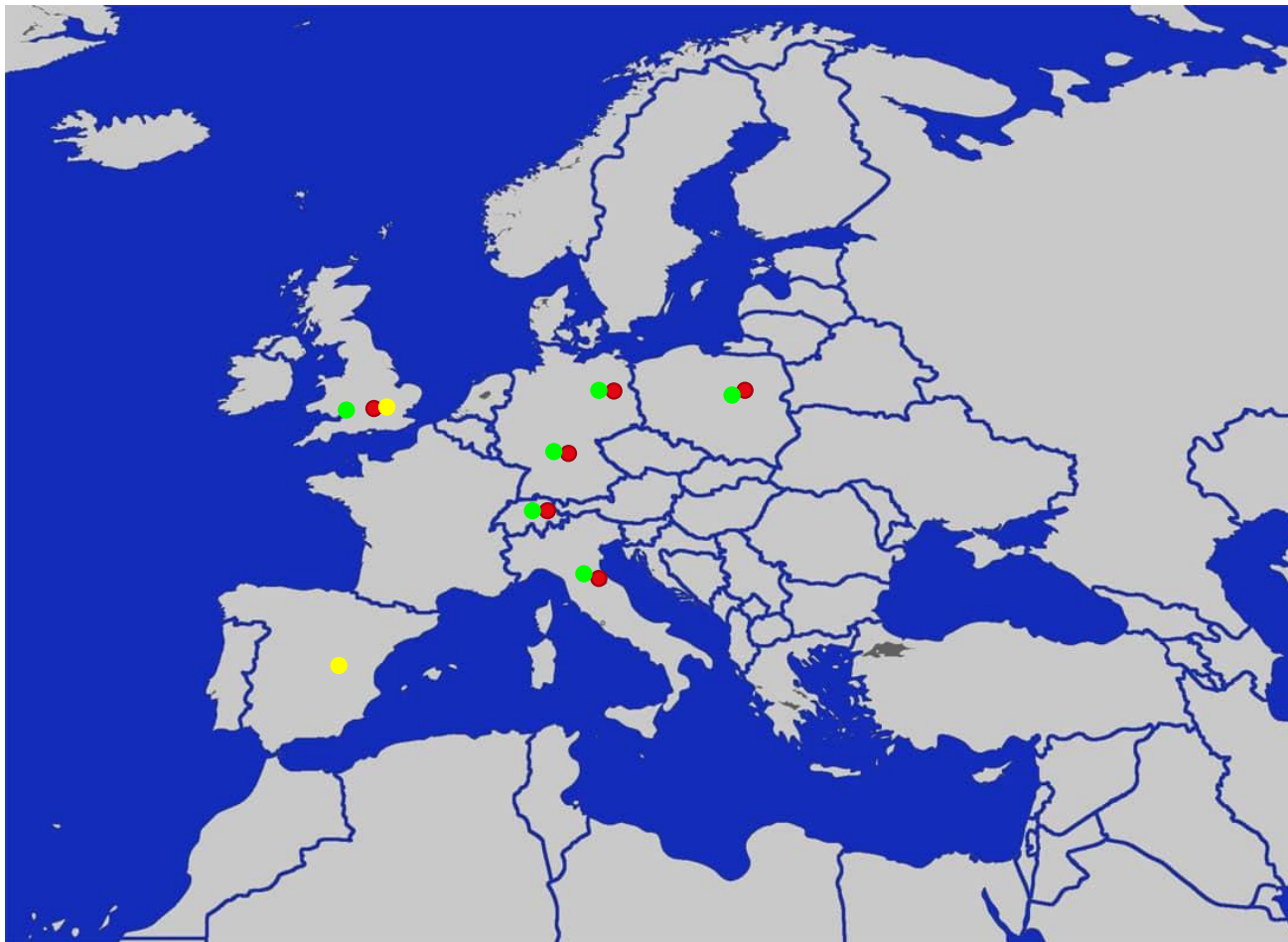
2 x ASU 2060 CW (double module unit)

- + meet all technical data
- +/- Total length 6,22 meter
- + 1 x PICV Valve
- +/- 1 x Stulz controller
- + 1 x Piping connection



Tender phase – a few assumptions....

- Customer was opening up the design criteria during the tender phase
 - We offered a special unit with special piping, 1 x large PICV (later in the Stage valves)
 - Customer was asking for low prices + quick delivery times
 - none of the European bidders won the tender
 - the winner of the first phases was the original US supplier on which the design was based
-



● 6 Locations (5 countries)

● CRAH supplier
1 Office in UK (2 x Staff)
1 Partner Spain

● Stulz Offices
5 Stulz Subsidiaries
1 Partner

A dark grey world map with numerous small white dots and squares scattered across the continents, representing global locations. The text is overlaid on the left side of the map.

22 subsidiaries
More than 140 partners worldwide
2,400 employees

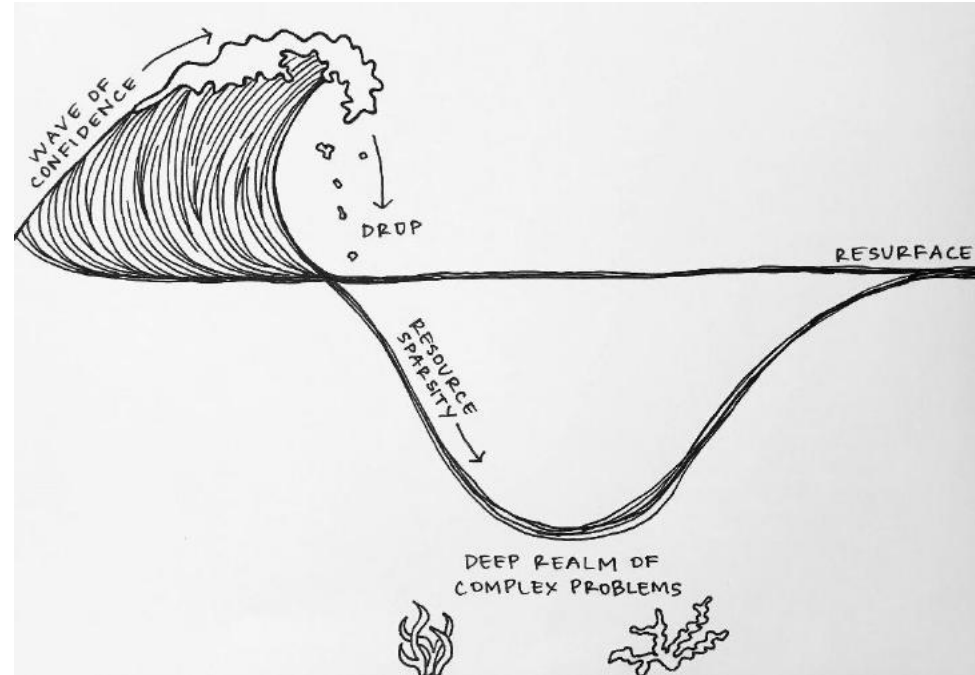
Minimum risk & minimum cost

RISK		COST
OK	safety & security level	OK
OK	cooling concept , system design	OK
OK	best possible operation conditions @ the specific location	?
OK	Product / component specifications	?
?	SoO	?
?	Spare part availability	\$
?	Speed of response & Aftersales Service	\$
?	Manufacturers competence (global and local)	???\$
?	Service capabilities	\$\$\$

Learning curve....

NOWADAYS, the customer is in deep and direct discussion with us, globally, asking us:

“What is the best possible **standard solution** Stulz could offer for the next phases”



US customer XYZ swapping over to Europe

2-3 Locations in Europe – total approx. 250 MW

US design / condition used 1-to-1 for Europe

- XXL Wall Flow unit
 - 380 KW
 - Air: 26°C / 38°C
 - Water 22°C / 34 °C
 - No unit size mentioned
 - 1 x pipe connection, 1 x PICV Valve



WBF2000CW @ design cooling capacity

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Unit

Unit type:	WBF 2000 CW
Cooling capacity (total):	392,8 kW
Cooling capacity (sensible):	392,8 kW
Net total cooling capacity:	380,3 kW
Net sensible cooling capacity:	380,3 kW
EER:	31,42 kW/kW
AER:	0,19 W/(m ³ /h)
Sound power level:	90,5 dB(A)
LpA (2m freefield):	68,6 dB(A)
Total power consumption:	12,5 kW

Fan (Data per unit)

Fan type:	R3G630
Number:	4
Max. revolutions:	1.423 rpm
Nominal power:	14,8 kW
Revolutions:	1.366 rpm

Hydraulics (Data per unit)

Pressure drop CW Coil:	62 kPa
Pressure drop 2-way valve:	79 kPa
Pressure drop pipework:	54 kPa
Total pressure drop:	195 kPa

Airflow:	66.000 m ³ /h
Return air temperature:	45 °C
Return air humidity:	20 rel.%
Supply air temperature:	27 °C
Altitude above sea level:	0 m
Height:	3.000 mm
Width:	2.200 mm
Depth:	1.660 mm
Weight:	1.595 kg
Power supply:	400V/50Hz/3Ph/N/PE

Power consumption:	12,5 kW
ESP external static pressure:	30 Pa
Total pressure drop:	401 Pa
Control voltage:	9,1 V

Medium inlet temperature:	15,6 °C
Medium outlet temperature:	25,8 °C
Medium volume flow:	35,1 m ³ /h
Percentage of glycol:	20 %
Type of Medium:	Ethylenglycol
Nominal size 2-way valve:	DN50

Information with the option "Unit with filter M5"!



WBF2000CW @ design water conditions

STULZ

Unit

Unit type:	WBF 2000 CW
Cooling capacity (total):	207,5 kW
Cooling capacity (sensible):	207,5 kW
Net total cooling capacity:	195,1 kW
Net sensible cooling capacity:	195,1 kW
EER:	16,73 kW/kW
AER:	0,19 W/(m ³ /h)
Sound power level:	90,5 dB(A)
LpA (2m freefield):	68,6 dB(A)
Total power consumption:	12,4 kW

Fan (Data per unit)

Fan type:	R3G630
Number:	4
Max. revolutions:	1.423 rpm
Nominal power:	14,8 kW
Revolutions:	1.371 rpm

Hydraulics (Data per unit)

Pressure drop CW Coil:	11 kPa
Pressure drop 2-way valve:	13 kPa
Pressure drop pipework:	10 kPa
Total pressure drop:	34 kPa

Airflow:	66.000 m ³ /h
Return air temperature:	41 °C
Return air humidity:	22 rel.%
Supply air temperature:	32 °C
Altitude above sea level:	0 m
Height:	3.000 mm
Width:	2.200 mm
Depth:	1.660 mm
Weight:	1.595 kg
Power supply:	400V/50Hz/3Ph/N/PE

Power consumption:	12,4 kW
ESP external static pressure:	30 Pa
Total pressure drop:	401 Pa
Control voltage:	9,2 V

Medium inlet temperature:	20,5 °C
Medium outlet temperature:	33,5 °C
Medium volume flow:	14,3 m ³ /h
Percentage of glycol:	20 %
Type of Medium:	Ethylenglycol
Nominal size 2-way valve:	DN50

Information with the option "Unit with filter M5"!



Tender phase – a few assumptions....

- We've informed the customer that the combination of cooling capacity and water/air conditions is not reachable with our Wall flow units
 - We've asked for the max. dimensions
 - Tender was stopped after this conversation
 - t.b.c.
-

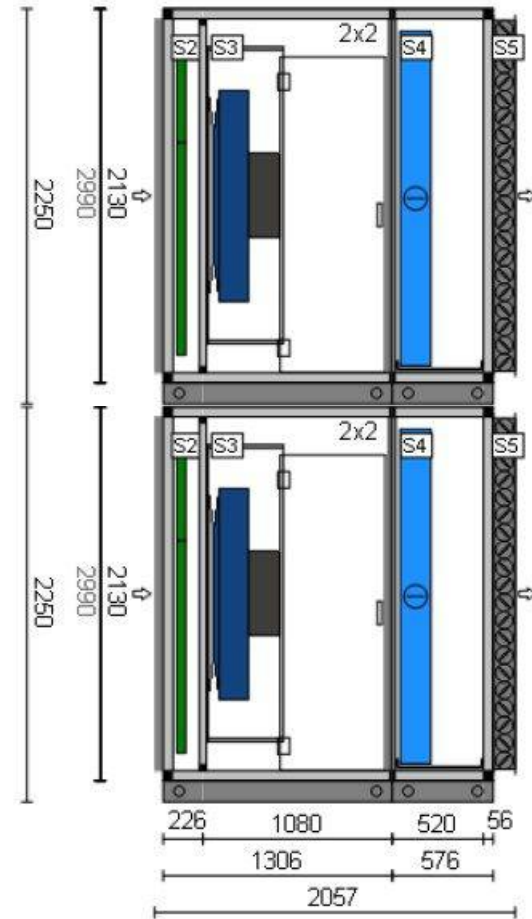
Learning curve...!

NOWADAYS, the customer is in deep and direct discussion with us, globally, asking us:

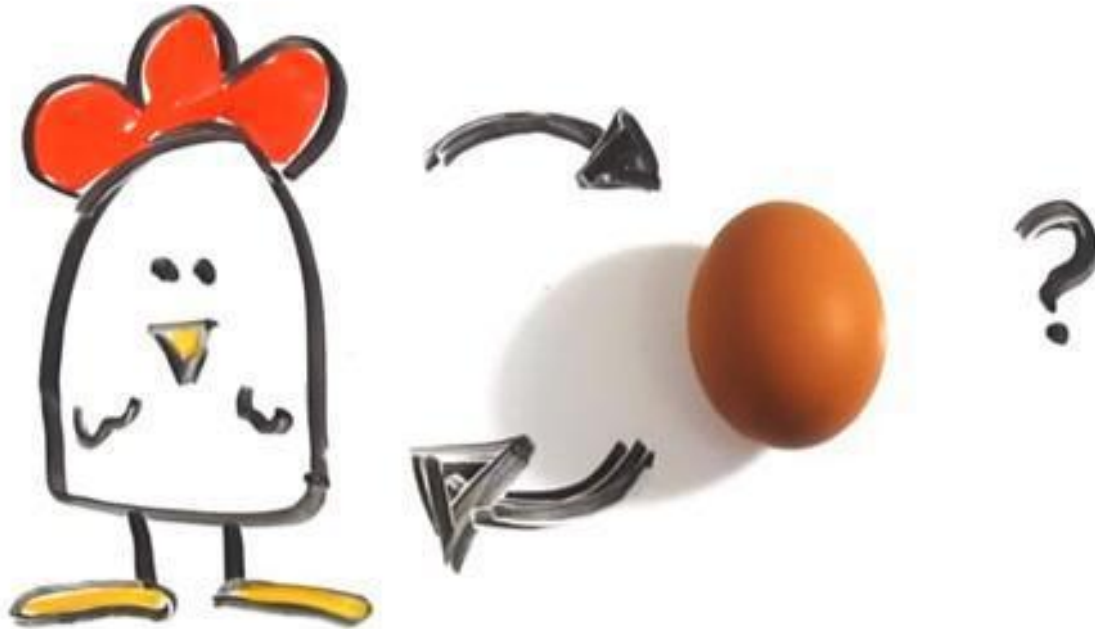
“What is the best possible **customized solution** Stulz could offer for the project”

Given dimensions 4,5 m x 2,1 m x 2,25 m

- Sensible capacity 430 kW
- Air: 23°C / 41°C
- Water 21°C / 33 °C



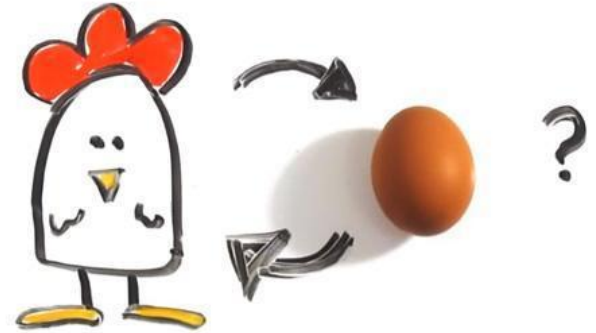
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Chicken - Egg dilemma - what comes first the design or the product?

Chicken - Egg dilemma

- During the design stage a strategic choice will be made
- Whatever will be decided on availability, technology, budget, service etc., has a direct impact on what the customer will get.
- Risk and Cost factors have a inversely proportional impact on each other
- Deep and detailed Knowledge can reduce both



Product competence – CyberAir 3 PRO

STULZ



Unit size 1
(950mm)



Unit size 2
(1.400mm)



Unit size 3
(1.750mm)



Unit size 4
(2.200mm)



Unit size 5 (2.550mm)



Unit size 7 (3.110mm)



Unit size 8 (3.350mm)

Product competence – CyberAir 3 PRO

STULZ

ASD - ASU



H = 1.980mm

D = 890mm (BG1-5)

D = 980mm (BG7)

ASR - ASH



H = 2.495mm

D = 890mm (BG1-5)

D = 980mm (BG7-8)

ABR



H = 2.915mm

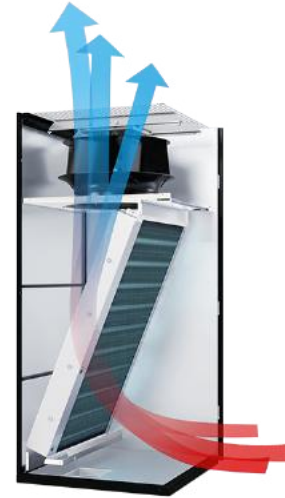
D = 1.040mm

Product competence – CyberAir 3 PRO

STULZ



ASD - return air from top - supply air through bottom into raised floor



ASU - return air from front - supply air to top
- (return air from bottom as an option)



Product competence – CyberAir 3 PRO

STULZ



ASR, ABR - return air from top - supply air through fan section to front, bottom and rear side under the raised floor



ASH - return air from top - supply air through bottom (fan section) into raised floor



Product competence– CyberAir 3 PRO

STULZ



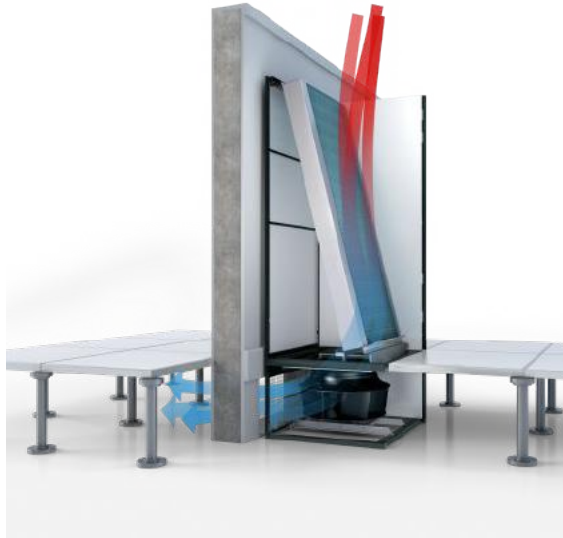
ASR, ABR - return air from top - supply air through fan section to front under the raised floor, bottom and rear side closed



ASH - return air from top - supply air through fan section to front above the raised floor

Product competence – CyberAir 3 PRO

STULZ



ASR, ABR - return air from top - supply air through fan section to rear under the raised floor, bottom and front side closed



ASR, ABR - return air from top - supply air through fan section to front and bottom under the raised floor, rear side closed

Product competence - CyberWall

STULZ

- **Highest efficiency through smart component arrangement**
- Radial fan is blowing through the CW coil
- Free air intake of the fan
- Low pressure losses inside the unit due to large filter dimensions and coil surface



Product competence - Custom AHU (samples)

STULZ



Product competence - Custom AHU (samples)

STULZ



Product competence – options & customizing

The logo for STULZ, consisting of the word "STULZ" in white, uppercase, sans-serif font, centered within a red rectangular box.

Operational safety/transparency options:

- Dual power supply
- Water/Fire/Smoke sensors
- UPS-buffered controller
- Differential pressure control
- Supply air and delta T control
- Calculation/display of airflow, cooling capacity and EER
- Connection to BMS systems

Customized Options:

- Custom Coils, valves, piping, hydraulic components
- Custom unit sizes
- Custom Controls, electrical options

Hydraulic options:

- Pressure independent control valves
- Different possibilities of pipework connections

Free Cooling options:

- FCP (FreeCool Plenum) for Direct Free Cooling
- DFC (Indirect Dynamic Free Cooling) for CW2

Global & Local know-how

STULZ

11 production plants

22 subsidiaries

More than 140 partners worldwide

2,400 employees

Turnover 450 million euros

Global & Local know-how

STULZ

STULZ Air Technology
Systems INC.
Frederick/MD, USA

STULZ Technology
Integration Ltd.
Oxford, England

STULZ GmbH
Headquarters
und Production
Hamburg, Germany

STULZ Digitronic Software GmbH
Hünstetten-Wallbach, Germany

STULZ Air Technology and
Services Shanghai CO. LTD
Shanghai, China

STULZ Air Technology
Systems INC.
Dayton/TN, USA

STULZ Tecnivel S.L.
Madrid, Spain

STULZ S.p.A.,
Valeggio s. M. (VR), Italy

Stulz Cooling & Heating
Engineering Hangzhou Co., Ltd.
Hangzhou, China

STULZ CHSPL (India) P.Ltd.
Mumbai, India

STULZ Brasil
Arcondicionado Ltda
São Paulo-SP, Brazil



















Global & Local know-how

The logo for STULZ, consisting of the word "STULZ" in white capital letters on a red rectangular background.

- Stulz KAM Team - global coordination, customer specific requirements
- Stulz Cloud application team - Cooling concepts, special designs
- Business unit chiller - Chiller / hydraulic concepts
- Stulz network 11/22/140 - worldwide country specific knowledge
- Service - worldwide factory certified technicians

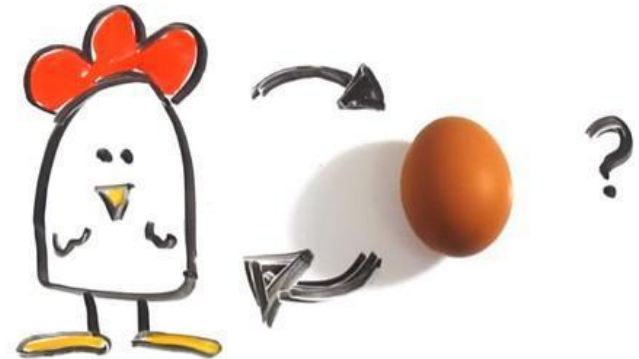
— **planning** — **implementation** — **commissioning** —
— **support** — **service** — **callouts** — **experience** —

Global & Local know-how

RISK		COST
	safety & security level	
	cooling concept , system design	
	best possible operation conditions @ the specific location	
	Product / component specifications	
	SoO	
	Spare part availability	
	Speed of response & Aftersales Service	
	Manufactures competence (global and local)	
	Service capabilities	

Bonus slide ?

Air Conditioning retrofit for armored military vehicles











THE WHOLE RANGE OF COOLING. FROM ONE SINGLE SOURCE.
