

SCHNABEL AG


Information for customers and partners of SCHNABEL AG



Editorial



Dear flash readers,

the first half of the year has been a successful one for SCHNABEL AG and the trend continues with new challenges and changes. One example can be found in the SCHNABEL AG service portfolio. In order to offer our clients an even

more targeted and comprehensive service in future, we have decided to add building automation and control to our range of services. In this issue we explain just what SCHNABEL AG has to offer your organisation in this field. We inform you about the possibilities of outsourcing and introduce the new guideline "Energy efficiency in datacenters" published by BITKOM. Manufacturer and operators receive useful information how modern technology can be employed regarding planning, implementation and operation of a datacenter.

As SCHNABEL AG always has more news than there is space for here, I recommend that you take time to visit our website occasionally.

Wishing you a successful summer!

Sincerely,

Berthold Birkelbach / Chief Executive Officer

Intelligent Building Technology

In the light of the current climate debate and rising energy costs, the relevance of the buildings sector is steadily increasing.

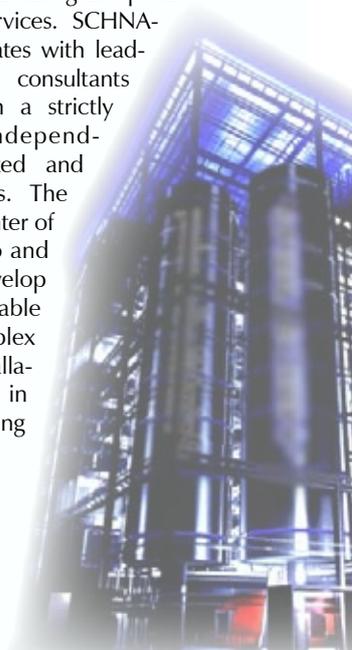
Experts say that this sector accounts for roughly 40 per cent of the world's energy consumption. This is where intelligent building technology comes in, as it can do a great deal to exploit dormant energy savings potential. Automation systems play a key role here – especially in administrative and industrial buildings.

The aim is to reduce high consumption costs while maintaining convenience, security and reliability. There is now a demand for innovative suppliers to employ cutting-edge technology to guarantee long-term, sustainable improvements in this area. And yet building automation is often rejected as too costly, and both industry and investors use it only very sparingly. They are passing up considerable financial management and optimization opportunities here. In today's building control technology we are dealing with powerful IT system worlds that offer beyond classical building automation technologies such as measurement and control for heating, ventilation and air-conditioning (HVAC) and electronics. Planners need to focus much more closely on the operation and management of buildings than they have done up to now. Today, more than ever, they need to have the courage to conceive technical and economic processes as a systematic whole. Security technology is an important element of building automation. Today's computer systems for building control have the option of redundant configuration and contribute in themselves to increased security. Thanks to their reliable performance, business activity is possible in the first place. If the system worlds in question are not of the VdS-certified type, building control systems are eminently suit-

able as subsystems in active security systems. Nowadays images from security cameras and warning signals from fire and intrusion alarms can be integrated into virtually any building control system, so that they can influence other technical systems. In such cases, the building control system acts as a high-flexibility logical conjunction node. This offers considerable advantages, particularly for buildings and sites with constantly changing usage patterns.

At SCHNABEL AG we offer planning and consultancy services, produce analyses, syntheses and concepts for equipping buildings, buildings systems and sites. Here we make use of automation technology as well as information technology for buildings. We develop solutions for connecting up the inhomogeneous system worlds of buildings information technology. Software developments for DDC, SPS and LON, training courses in measurement and control technology, LON, EIB, PLC as well as general project management, project leadership and marketing complete our range of services. SCHNABEL AG collaborates with leading management consultants and lecturers on a strictly manufacturer-independent, client-oriented and cross-sector basis. The client is at the center of everything we do and together we develop solutions that enable him to run complex buildings, installations and sites in a resource-saving way.

Mario Betros /
Head of
Heilbronn office



Change of scene for your Data Center

More and more companies decide to outsource their data center services

Whereas the operation and upgrading of existing IT resources can be a problem for larger enterprises, small and mid-sized companies are often faced with the question of whether investing in their own data center makes any economic sense in the first place.

In addition, the complexities of running a data center and the question of security often cause headaches for those responsible. The critical factors here are electrical power supply, HVAC, adequate intrusion protection measures, fire avoidance, detection and suppression. And so it is no wonder that increasing numbers of enterprises are opting to outsource certain data center services.

In a so-called colocation data center which houses the IT hardware of diverse users, the operator takes care of the technical infrastructure and guarantees a contractually agreed level of service. Data centers like these often cover several thousand square metres of computer floor space, offer corresponding capacity levels and guarantee high standards of security. Here, the client has a say in the security levels of his rented space. This form of outsourcing is often more economical than building and operating your own, on-site data center. In addition, it makes it possible to spread the costs over the years of operation and data center operating costs definitely become more transparent.

Floor space, power supply and cooling capacities can be expanded to meet demands and the data center is always equipped with state-of-the-art technology. The data center

is usually staffed around the clock by trained technicians so that, even in an emergency, all options can be utilized straight away to ensure interruption-free operation. An attractive option which a company cannot often afford by itself.

Typical Outsourcing Models

The most popular outsourcing alternative is the installation of a backup or mirror data center in a colocation data center. With this option, the main data center remains on the company's own site. This gives the company the assurance that they are still in control of their data center, for on the subject of outsourcing, the fear of control loss often plays a major role.

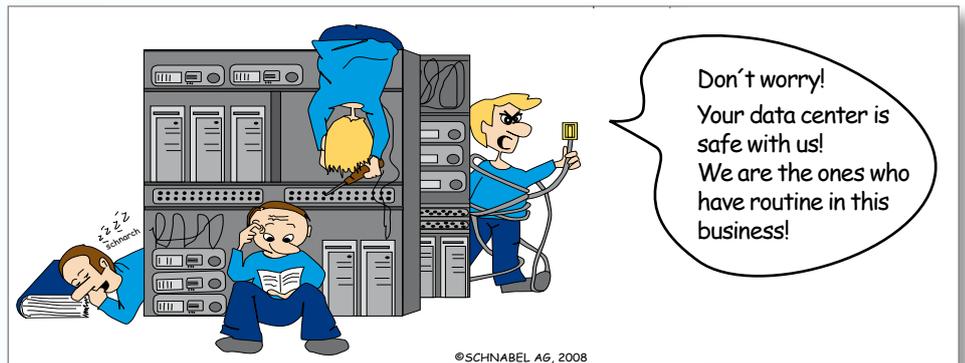
Outsourcing data backup is another option which can help with data security. And if a company wishes to completely relinquish responsibility for the operation of the technical infrastructure, it can also outsource the entire server and storage hardware.

Spoilt for Choice

There are any number of outsourcing offers on the market. These include everything from the rental of rack space or individual racks, so-called cages (barricaded enclosures within a computer room) right up to the leasing of entire computer rooms or suites. Some providers will even build a complete data center at the client's preferred location, which is then operated by specialists.

And so the decision whether to outsource a data center or run it yourself depends on various different factors. As already mentioned, costs and security play a major role here. But it is often also a question of which personnel is to operate and service the server rooms. All in all it is a highly individual decision which each company must take for itself – but ideally in consultation with a specialist in the field of data center planning – a company such as SCHNABEL AG

Christoph Wegner / Head of Munich office



Girls in hard hats storm the Data Center

SCHNABEL AG welcomed eleven 'Girls' Day' participants to a 'Day in the Engineering Office'

What do engineering consultants actually do, and what does a data center look like? Eleven inquisitive girls were eager to discover the answers to these questions when they arrived at the offices of SCHNABEL AG on April 24th 2008 to take part in 'Girls' Day'.

Germany's young female generation profits from a particularly high-quality school education. And yet in their choice of vocational training or university degree course, a high proportion of girls still opt for career profiles or courses of studies in "typically female" sectors. In doing so, they are not taking full advantage of the career opportunities available, and it is particularly in technical and related fields that there is an increasing lack of qualified young talent. This is the reason why more than 132,000 girls visited companies all over the country on 'Girls' Day 2008'. They wanted to discover more about career opportuni-

ties in the fields of technology, science, skilled trades and information technology in particular. This year, for the first time, SCHNABEL AG also participated in the scheme – and put on a great programme for the girls.



The day began with an introduction to the subject of data centers, giving the girls a first impression and outlining some of the tasks and problems with which data centers have to deal. Then, armed with hard hats, the girls were able to experience at first hand what they had just learned in theory during a visit

to the Equinix data center in Frankfurt. This was definitely the highlight of the day. After a joint lunch, the girls were able to discover even more about the various technical career profiles during a round of interviews with engineers and architects from SCHNABEL AG. What skills does an engineer need, what does their daily work routine involve and what makes the job so fascinating? The girls showed absolutely no signs of shyness and asked all their questions with great enthusiasm.

The day was rounded off with a session on tips, tricks and practical examples on all aspects of job applications. When the girls left SCHNABEL AG that afternoon, it was obvious that they were happy to have taken the first steps to a closer understanding of the world of technical professions.

„Energy Efficiency in the DC“

A new guide offers support to manufacturers and operators

What can I do to achieve a sustainable reduction in my data center's energy consumption and save costs at the same time? You can find the answer in the guide "Energy Efficiency in the Data Center" which is published by the German Association for Information Technology, Telecommunications and New Media (BITKOM)

Headed by Harry Schnabel, founder of SCHNABEL AG, the BITKOM working group on "Reliable Data Centers and Infrastructure" has produced a compendium of practical advice on how to apply modern technologies in the planning, implementation and operation of a data center, so as to considerably increase its energy efficiency whilst simultaneously reducing overall costs. For experience has shown that it is possible to achieve total savings in the region of 20 percent and more for the planning, construction, infrastructure and operation of a data center.

The computing power of modern enterprises is continually increasing and more and more business procedures are being supported by central information technology. At the same time, new and improved applications and programme features demand high-performance servers. This results in high but essential power consumption and cooling requirements in the data center. This presents new challenges to planners, contractors and operators of IT infrastructures, as it is now possible to achieve major reductions in a data center's energy requirement by employing modern technologies. This has several advantages:

The data center's operating costs are considerably reduced, and as operating costs account for a large proportion of total costs, it means that any investment in improving the energy efficiency of a data center will often start to pay off after only a few months. A data center's power and cooling requirements are often limited by the existing infrastructure or by the power provider. In such cases, improving energy efficiency can mean that these limits are never reached, so that costly investment can be avoided. From the point of view of a company's social responsibility, reducing its data center's energy consumption, with the resulting positive effects for the environment, represents a solid investment in the future.

SCHNABEL AG is concerned to bring the data center field into the public eye. For us it is important not only to communicate the message of green IT, but to put it into practice as well, because planning and implementing energy efficient technology calls for the highest levels of expertise and competence. Experienced data center planners such as SCHNABEL AG will do their utmost to offer their clients ideal solutions, tailor-made to fit their individual needs.

Soon the English version of the guideline will be available online on www.schnabel-ag.de.



PKA online

The subsidiary, Planungsgesellschaft Karnasch mbH (PKA), launches its new website

PKA has been a subsidiary of SCHNABEL AG since April 2007. For almost 50 years, this non-aligned and independent firm of building services engineers has been active in the fields of operations technology, information technology and renewable energies applications. As a team, PKA and SCHNABEL AG can offer comprehensive, one-stop solutions – a synergy for growth and success.

And now our common identity has been given a public face in the form of PKA's fresh new website. The new layout is dominated by the colours blue and grey, reflecting the style of the SCHNABEL AG site. And the choice of the Berlin Reichstag as the site's main image was no accident, either: it represents PKA's greatest project to date and symbolises the company's wealth of experience over many years. The new site has a better layout, is more user-friendly and the content has also been revised. The 'services' sections are more clearly structured and contain more detail, giving clients a comprehensive overview of PKA's range of services. The same treatment has been given to PKA's reference projects. Over the years, the volume of completed projects has grown to such an extent that now only the most significant projects have been included in the 'references' section of the new site.

Despite the changes, one thing still goes without saying: the philosophy and guiding principle of the planning firm remain the same. PKA considers integral, comprehensive planning and construction to be key factors if a building is to be truly satisfactory. Only if enough attention is paid to both the economic and the ecological requirements of a project, can a building of lasting quality and value result. PKA see their role as a provider of services and their long years of experience in the field of comprehensive building services engineering guarantee the realisation of their clients' goals.

www.pka-karnasch.de

Wine has its tradition

SCHNABEL AG hosted its third gourmet wine-tasting customer event on the Middle Rhine

Once again, SCHNABEL AG's now almost legendary festival of fine wines and culinary delights took place in the picturesque village of Osterspai in the valley of the Middle Rhine.

On May 9th 2008, a group of selected customers were able to enjoy the view of the vineyards while savouring a six-course meal featuring the finest ingredients accompanied by excellent wines from the estate of Jens Didinger. The wines were chosen to perfectly complement the individual flavours of each course. Winemaker Jens Didinger introduced each wine in his own, uniquely poetic way. The evening's musical backdrop was provided by the group "Die Viertakter". This five-man a cappella ensemble delighted everyone with their versatile performance which included everything from evergreens in the style of the Comedian Harmonists to modern jazz and soul classics. The band, who are all amateurs,

demonstrated true professionalism when a technical hitch forced them to continue their performance completely "unplugged" with voice-power only – and what voices they were! The audience was in raptures.

As in previous years, the glorious May weather provided the perfect setting for the event and so, after the final course had been served, people stayed on long into the early hours of the morning, sampling a wine or two and enjoying coffee sweetened with a dazzling choice of 12 different flavoured sugars. And thus ended another enjoyable and communicative evening of gastronomic and cultural superlatives.



