

# Investor day

November 17, 2010

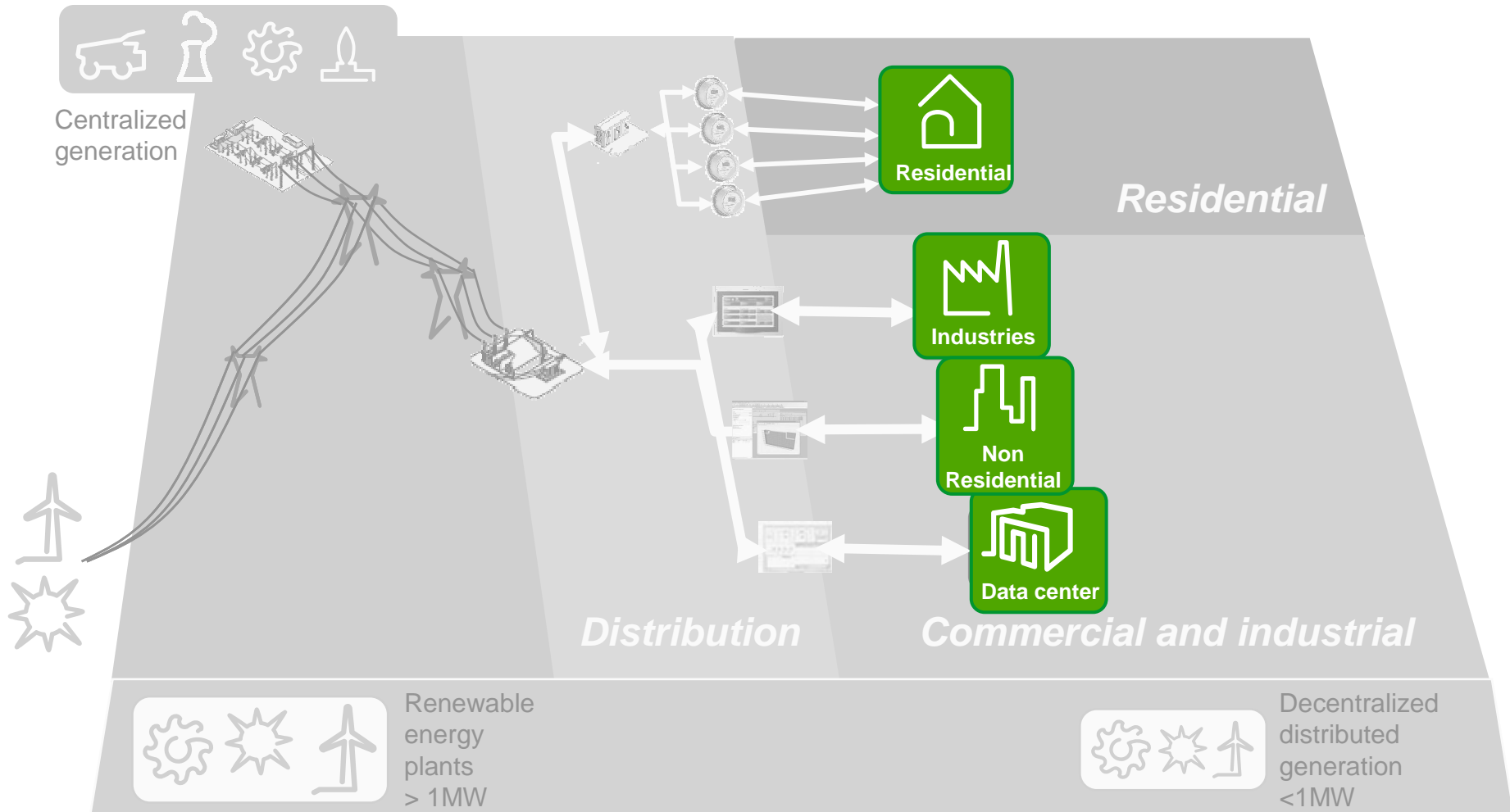
IT business

Laurent Vernerey

Executive Vice President



# IT business strategic domain



# IT: Business overview

## Business size

**€2.5bn**  
of LTM sales

**Critical Power  
& Cooling Services**

**#1**  
worldwide

## Key Channels

IT Distribution

End users

Value added resellers & contractors

1st channel
  Other main channels

## Our offer

**Services**

- Installed base services
- Energy Management services

**Systems**

- 3-Phase UPS
- Racks & PDUs
- Cooling
- Management software

**Products**  
1- Phase UPS

9 months 2010 sales

**Segment responsibility**

IT & Telco

Bank & insurance

## Geographies

9 months 2010 sales

# Best-in-class offers from products to systems to services

## Home & Business Networks

Smart -UPS®



Back-UPS®



SurgeArrest®

## Enterprise Systems & Services

Symmetra® & Galaxy® UPS



PDUs



InRow® Cooling



NetShelter® Racks



NetBotz® Security and Environmental Monitoring



InfraStruxure  
Data Center Software

Installed Base Services  
(1500 FSE\* ) &  
Energy Management Services

# Our business benefits from key market drivers

## Global Market Trends

Energy efficiency to optimize power supply and cooling costs

Digitalization (~20% US economy digitalized, only 7% in France)

Stress on infrastructure and fear of discontinuity in new economies

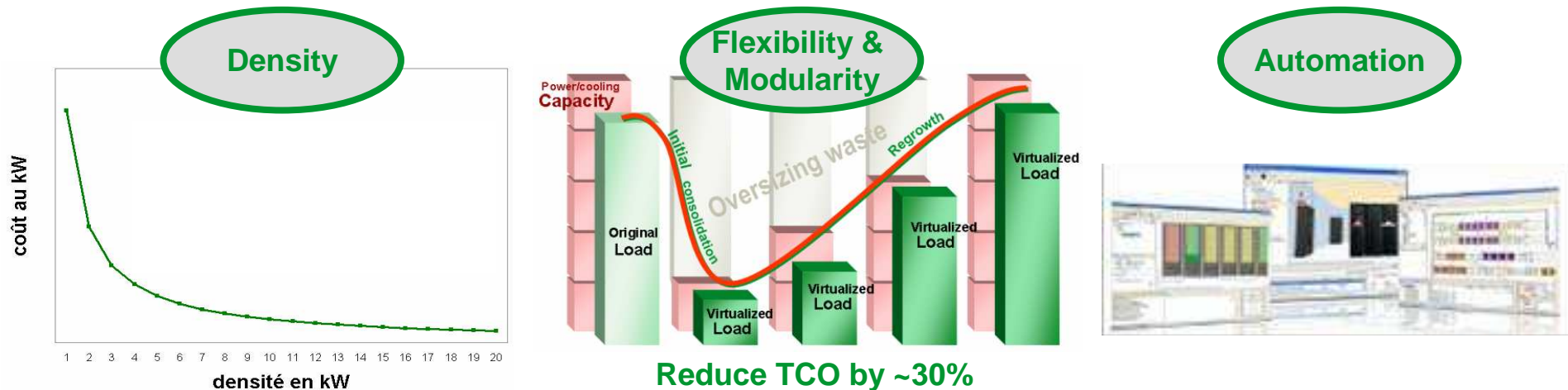
## Business Specific Drivers

Capex and opex efficiency

Pressure on availability

Collocation & cloud computing

Green datacenter



# We are the thought leader and continuously drive innovation

Our ideas steer the industry

Scalable and modular UPS

Pay as you grow  
Consume as you use

Precision cooling

Enable density  
Capex reduction

Datacenter management software – InfraStruxure

Enable proactive energy management  
Optimize PUE\*

## EcoBreeze for data center cooling efficiency

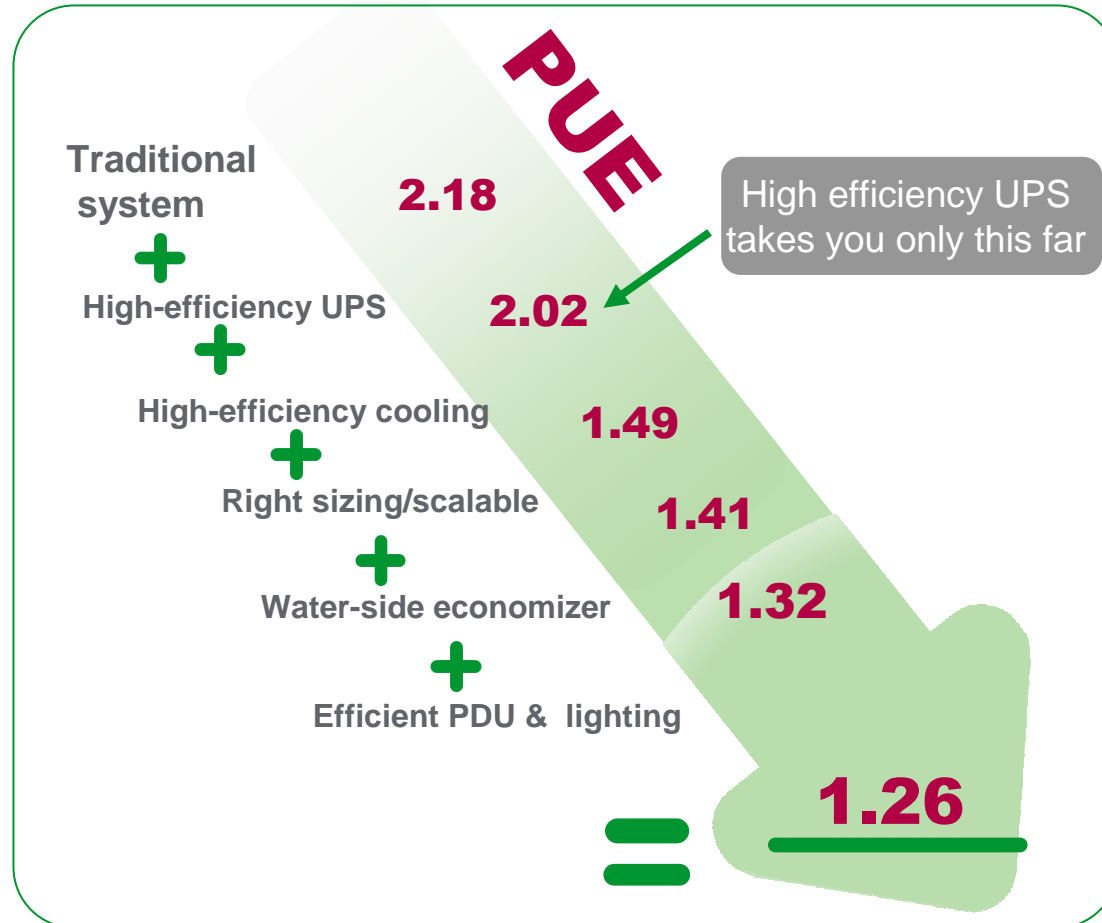


- **55%** more energy efficient
- Optimized **utilization** of floor space
- **Modular design** allows flexibility for rapid expansion
- Offers PUE\* (Power Usage Effectiveness) approaching **unity**
- Reduced **installation cost**

\*PUE: Metric used to determine the energy efficiency of a data center: determined by dividing the amount of power entering a data center by the power used to run the computer infrastructure within it.

# We optimize datacenter PUE with Infra<sup>E</sup>truxure

Optimization of a datacenter  
with Power Usage Effectiveness decrease\*



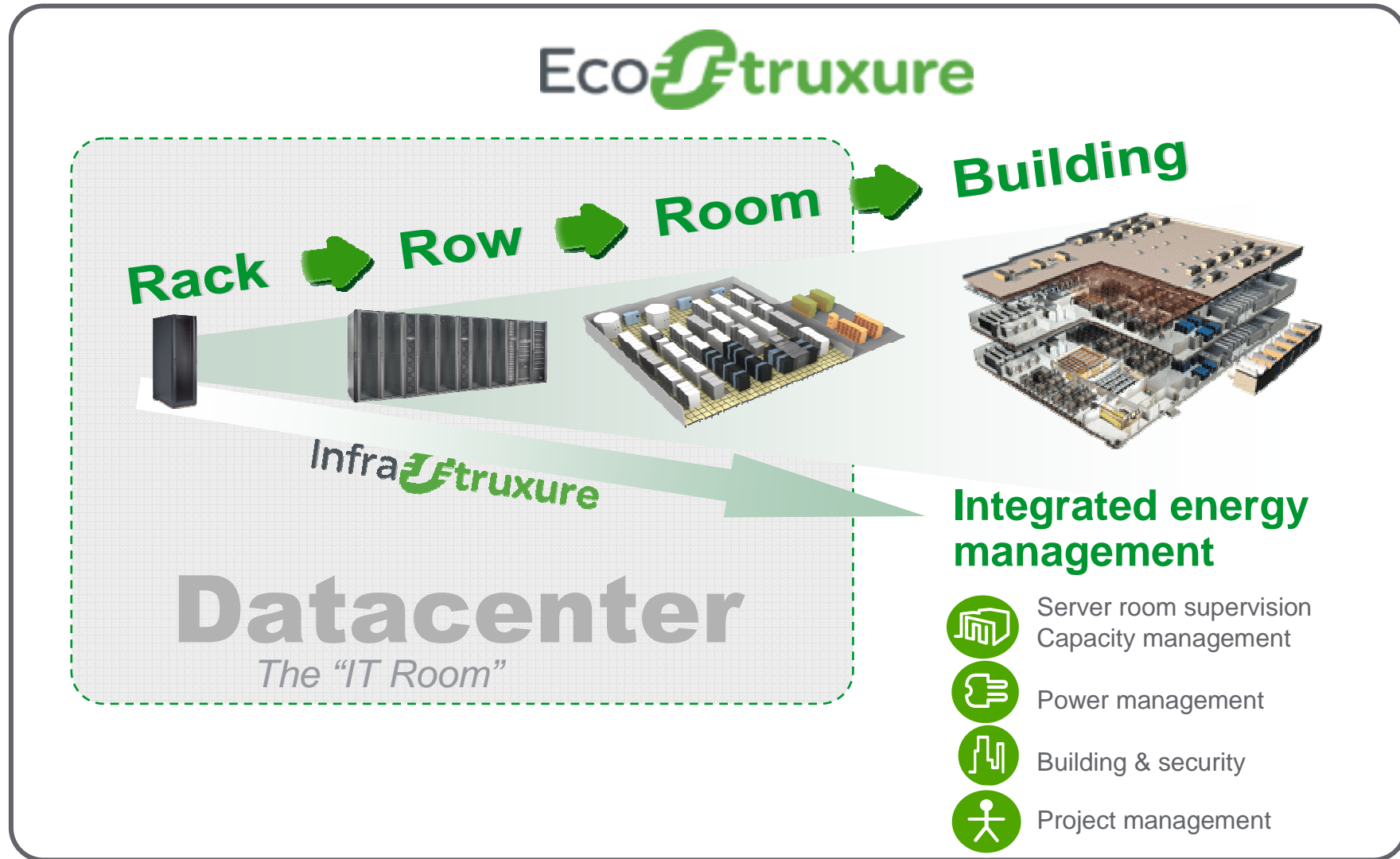
Only the **best components** engineered as a **SYSTEM** can optimize the PUE of a datacenter by more than **40%**

\* Indicative data of impact on PUE

# ECN Internet (Australia)

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# Only EcoStruxure can bring you there!



# SETC – Data Center Consolidation

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# IT: solid base for growth

- ✓ **#1 Brand** with a strong commitment to quality and a legendary reliability
- ✓ Largest offer with **hardware, software, multi-applications** and integration capabilities
- ✓ **Solutions** capabilities proven for small, medium and large/XL data centers
- ✓ Cover **up to 60%** of the investment of a full data center
- ✓ Excellence installed base and energy management **services**



## Energy Efficiency

- ✓ Develop data center management services platform
- ✓ Continue to deploy **EcoStruxure** for integrated data center solutions

## Digitalization

- ✓ Focus on large collocation & cloud computing opportunity
- ✓ More certified channel partners for small and medium data centers

## New economies

- ✓ Develop more specific products (R&D)
- ✓ Investment in commercial resources
- ✓ Solve “stressed grid” situations in certain new economies

Superior growth

Top tier profitability

Market share entitlement

**Help people make the  
most of their energy**

