

What's the Best Way to get into the Data Center?

Written by Bob Snyder
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Forget the big storage boxes, the powerful servers, the cooling fans, and the power distribution. Your best way in to the data center business may be the smallest way in...through tiny hardware that fits in the palm of your hand.



"The conversation has changed," Richard Jenkins, VP Marketing & Strategic Partnerships at RF Code tells us. "No one buys technology-- they buy outcomes."

RF Code has been rapidly growing. With \$20 million in annual revenue last year, it has become a powerhouse in asset tracking, slapping RFIDs on all the kit in the data center to provide the precise, accurate and actionable information about the location, status and state of physical assets. As regulatory demands on companies of all sizes around power management and sustainability increase, it's certainly a valuable service.

Through channel partners, RF Code sells Active RFIDs (433 MHz) which allow real-time data capture and data flow in any environment via not only the active RFID hardware (asset tags, sensors, readers) but also via management software (built on open standards).

Recently RF Code introduced its next generation of technology for the growing data center industry: the M174 active RFID asset tag, designed for rack-mounted assets. The M174 is about 40% smaller than their current IT asset tag, but still contains all the functionality of the larger tags including a 5-year battery life and the same read range.

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[Can't Manage What You Don't Measure, and You Can't Measure What You Don't Monitor](#)