

Asetek and STG Agreement Expands Market for Data Center Liquid Cooling

STG's Third-Party Warranty Provides World Class Support for Data Center Managers

September 18, 2013 – Asetek® has entered into an agreement with Signature Technology Group (STG), one of the largest data center service providers in the industry, to provide a warranty, service and support program for Asetek Liquid Cooling equipped data centers. Ongoing warranty support is a major consideration for data center operators. This agreement enables data center operators to equip newly purchased and previously installed servers with Asetek liquid cooling to maintain warranty support or opt for enhanced warranty coverage.

The agreement will help Asetek target the High Performance Computing (HPC) market that historically demands liquid cooling and extensive service and support contracts. [According to IDC](#), the HPC market is experiencing strong growth, up 16.4% in Q1 of 2013, over the same quarter in 2012. IDC projects the HPC technical server market to reach \$15.4B by 2017.



“STG will help Asetek to support not only new servers sales, but also the installed base of servers used in HPC and Enterprise IT,” said David Garcia, Asetek’s Vice President & General Manager of the Data Center Business Unit. “STG is an industry leader with over 20-years of experience in hardware maintenance and IT support for data center cooling. This agreement allows Asetek to stay focused on getting its technology to market while leveraging STG’s proven strengths in service and support.”

The agreement with STG will extend or uplift existing warranties by Original Equipment Manufacturing (OEM) computer makers by giving data center managers access to comprehensive service and support for new or retrofit systems whether for the HPC market, or broader markets including enterprise IT and cloud computing. The ability to extend the useful life of IT equipment, while lowering operational cost through consolidation and improved energy efficiency, is attractive to data center operators that want to get more from their existing investments.

“Signature Technology Group is excited about this support program because it will give the clients additional confidence about their OEM equipment and accelerate market adoption of Asetek’s highly energy-efficient liquid cooling platform,” said STG Solutions Vice President Steve McEvoy. “Strategically, we want to partner with organizations that are on the cutting edge of technology, and we believe Asetek’s data center liquid cooling technology provides strong differentiation in the marketplace.”

RackCDU is Asetek’s innovative hot water, direct-to-chip, [data center liquid cooling](#) technology which removes up to 80% of the heat from servers with an all liquid path and rejects it into ambient outdoor air without chilling. This enables cooling cost reductions in excess of 50%, density increases of 2.5x, and recovery of all the server energy removed by RackCDU for reuse in facility heating and cooling.

STG, one of the largest third-party warranty and IT support companies in the U.S. with service staff supporting all major OEM equipment, will become Asetek’s preferred Certified Service Representative throughout the Americas and Western Europe. The agreement will enable STG to fulfill Asetek’s warranty and provide IT equipment service level agreements and integration services for Asetek customers.

About Asetek

Asetek is the world leading provider of energy efficient liquid cooling systems for data centers, servers, workstations, gaming and high performance PCs. Its products are used for reducing power and greenhouse emissions, lowering acoustic noise, and achieving maximum performance by leading OEMs and channel partners around the globe.

Asetek's products are based upon its patented all-in-one liquid cooling technology with more than 1.5 million liquid cooling units deployed in the field. Founded in 2000, Asetek is headquartered in Aalborg, Denmark with offices in California, China and Taiwan. For more information, visit <http://www.asetek.com>.

About Signature Technology Group

Signature Technology Group (STG) is a leading technology solutions provider. Founded in 1986 and headquartered in Phoenix, Arizona, STG specializes in helping clients reduce risk, improve efficiency and maximize the utilization rate of their IT infrastructure throughout North America. STG provides maintenance service solutions across all technology platforms and multiple OEM providers, in addition to IT professional services and staff augmentation. For more information, please visit www.signaturetechnology.com.

For further information, please contact:
Andre S. Eriksen, Chief Executive Officer
Mobile: +1 408 398 7437, e-mail: ceo@asetek.com