

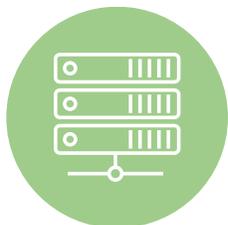
RF CODE helps American Greetings reduce energy costs with real-time environmental monitoring.

AMERICAN  GREETINGS

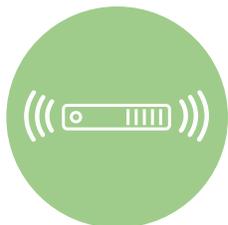
15
OPERATIONAL
DATA CENTERS



500
RACKS UNDER
MANAGEMENT



225
SENSORS



“

It's been more cost effective than other solutions. It was a lot less expensive than I thought it would be. And it works better than I ever expected.

— Robert Hunt, Manager of
Enterprise Systems Management
at American Greetings

”

The Goals

- Reduce energy and lower operating costs
- Integration with IBM® Systems Director Active Energy Manager (a plug-in to IBM® Tivoli® Monitoring software)
- Flexible wire-free solution
- Ability to easily scale across all facilities

The RF Code Pilot

- Environmental Monitoring Starter Pack
- 3 racks
- Install time: half a day

The Full RF Code Solution

- 225 environmental monitoring sensors (and software) designed to automatically capture and update granular environmental data including:
 - temperature
 - humidity
 - the presence of conductive fluid
 - airflow

The Results

- Real-time alerts when the plant experienced another leak

RF CODE has helped American Greetings and other industry leaders save over \$100 million.

Data Centers Are Changing. Can You Keep Up?

In today's dynamic data centers, assets can move and get misplaced several times during their lifecycle, and environmental conditions can change unexpectedly.

With RF Code's real-time asset management and environmental monitoring solutions, you can keep track of your assets throughout their lifecycle.

ASSET LIFECYCLE



ACQUISITION & DEPLOYMENT

- Physical Deployment Time
- Install Time
- Install Accuracy



OPERATIONS

- Uptime
- Environmental Conditions
- Asset Utilization



MAINTENANCE

- Execution Time
- Undocumented Changes



INVENTORY & AUDITING

- Inventory Accuracy
- Auditing Costs



RETIREMENT

- Planning Timing Accuracy

ABOUT RF CODE

Founded in 1997, RF Code is based in Austin, Texas, with offices and partners around the world.

Our automated, real-time asset management and environmental monitoring software platform eliminates the need for costly and error-prone manual processes. With our patented, wire-free sensors, open APIs, and real-time reporting capabilities, RF Code is easily integrated with existing IT, facilities, and business systems, creating mission critical value throughout the asset lifecycle, so you can save time and money

and keep track of what really matters.

ABOUT AMERICAN GREETINGS

Generating annual revenue of approximately \$1.6 billion, American Greetings Corporation (NYSE: AM) is a creator and manufacturer of innovative social expression products that assist consumers in enhancing their relationships. The company also has one of the largest collections of greetings on the Web, including greeting cards at Cardstore.com and electronic greeting cards available at AmericanGreetings.com. In addition, American Greetings creates and licenses popular character brands through the American Greetings Properties group. The company is headquartered

in Cleveland, Ohio.

Schedule a consultation today to see how **RF Code** can help you save money in your data center with our real-time asset management and environmental monitoring solutions.

Visit www.rfcode.com/realtime

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RF CODE

REAL-TIME DATA CENTER SOLUTIONS



Asset Management

Skip the costly manual audits and start saving millions of dollars every year. With our patented wire-free sensors and CenterScape™ software, you can manage your assets in real-time with 99.8% accuracy.



Environmental Monitoring

In large data centers, the environmental conditions are always changing and averages aren't enough. In fact, for every degree of temperature change in your data center, you could be saving 2-4% of your electrical spend. With our patented wire-free sensors and CenterScape™ software, you can now monitor critical environmental conditions in real-time, giving you the granularity you need to optimize efficiency, maximize uptime, and avoid disasters before they happen.

ABOUT RF CODE

Founded in 1997, RF Code is based in Austin, Texas, with offices and partners around the world. Our signature software platform eliminates the need for costly and error-prone processes and is easily integrated with existing IT, facilities and business systems, increasing the value of those systems by providing accuracy, lower cost, and timeliness