GreenField Software: Company Profile

New Generation Data Centers

There is a quiet revolution happening in the world of Data Centers in their quest for driving massive energy efficiencies. They are called Sustainable Data Centers. You may also call them the New Generation Data Centers. A few examples:

➢ Container Data Centers: portable, flexible, and containerized (integrated with all components) to meet scalability requirements of ever-growing computing demands. It's the answer to rapid expansion of a Data Center.

➢ Combined Heating, Cooling & Power (CHCP): Having a captive CHCP facility that produces both power and thermal energy, can improve PUE significantly. CHCP dramatically improves both energy efficiency and reliability.

➢ Wind-powered Data Centers: Wind-power is gaining traction as a renewable energy option for Data Centers, particularly when it is part of a Utility that serves an area with high concentration of Data Centers.

➢ Geo-thermal powered Data Center: The world's first zero-carbon Data Center, running on geo-thermal and hydroelectric power, came up in Iceland.

We are glad we chose Data Centers as the first sector in our journey of pioneering Sustainable solutions for tomorrow.

A Bit About Us

Started by industry veterans over a decade ago when crude oil price per barrel first reached the $100 mark posing serious business risk for energy-intensive industries like Data Centers, and IoT was emerging as a viable solution for driving operational and energy efficiencies, we saw an opportunity. We are today an enterprise software company with a portfolio of Data Center applications, powered by Industrial Internet of Things (IIoT).

Beginning with On-prem Data Center Infrastructure Management (DCIM) software, we extended our footprint to DCIM for Colocation Data Centers, a DCIM subset for Container Data Centers and a subscription-based cloud service flexible for catering to a range of businesses from small business/data center to a large facility. Our business model is entirely partner centric. We are suppliers to VARs, SIs and OEMs. A few of our OEM agreements include white-label options.

Our Business Model

We are a supplier of DCIM Software to leading global VARs, SIs, OEMs, and Container (or Modular) Data Center manufacturers who cater to the Data Center market. Our GFS Crane DCIM Software, and its white-label options by OEMs, is the backbone behind many Enterprise and Colocation Data Centers' operations, planning and management. Leading VARs, SIs and OEMs have deployed our DCIM to their customers in Government, Manufacturing, Power Utilities, Telecom, and Colo Providers.

Sustainable Solutions for Tomorrow

With energy costs dominating OPEX in most large data centers, Building Management Systems (BMS) and DCIM were extended to provide timewise/device-wise energy reports, trend graphs and KPIs like Power Usage Effectiveness (PUE). While still important to constantly monitor all devices for timely alerts and report on historical data, it has now become imperative to analyze energy and cooling data to derive predictive models for optimizing energy use and lowering PUE.

Our vision is developing building blocks like Energy Analytics which would be key components for Sustainable Data Centers as well as other energy-intensive businesses, aiming to go green and driving digitalization for a better tomorrow.

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