PDU Manufacturer Powertek Selects IaaS Hosting Provider 3W Infra as Strategic Global Reseller Partner

Amsterdam, the Netherlands, 20 November 2017 - Powertek, a global vendor delivering intelligent and highly customized Power Distribution Units (rack PDUs) worldwide, headquartered in Hong Kong, announces a partnership with 3W Infra – a fast-growing Infrastructure-as-a-Service (IaaS) hosting provider from Amsterdam. Under the channel agreement, 3W Infra will deliver the intelligent Powertek PDUs built for flexibility and high-customization options to its global IaaS hosting clientele.

Powertek is a PDU manufacturer and supplier with an indirect sales and service delivery model. Its intelligent and highly customized rack PDUs are delivered on a global scale, through OEM partners as well as Value Added Resellers (VARs) – with white label or private label delivery options. For Powertek, the addition of 3W infra to its Value Added Reseller (VAR) partner channel would mean high sales growth opportunities within the international data center and hosting market.

"3W infra is a fast-growing IaaS hosting provider with more than 4,000 servers under management and strong engineering presence at the data center hubs in Amsterdam, Frankfurt and London. That's basically why we selected them to become part of our international base of channel partners around the world," said Jeroen Termijn, Regional Sales Manager Europe, Powertek. "Our intelligent PDUs with high-customization options and short lead times for PDU delivery seamlessly correspond with 3W Infra's own business proposition. 3W Infra as well serves its customers with highly customized answers to their IaaS hosting infrastructure requests."

According to a recent study from Grand View Research, the global data center rack power distribution unit (PDU) market is poised to grow at a CAGR of 6% from 2017 to 2025. A recent PDU market outlook from Research and Markets comes up with an even greater figure, which shows that the global PDU market is expected to grow at a CAGR figure of 8.8% from 2017 to 2025, reaching a total value of $2.71 billion by 2025. Especially PDUs with smart features and higher power ratings are expected to drive market growth. Demand for intelligent PDUs would be driven by high availability needs as well as increasing cloud adoption.

3W Infra Test Bench Results

"One may expect that within hosting environments PDU brands are more or less interchangeable, but our tests have proved otherwise. The right PDU technology can make a real difference in terms of uptime guarantee, scalability, and customization options, especially with demanding and highly dynamic environments such as cloud computing, gaming, and financial applications," said Roy Premchand, Managing Director of 3W Infra. "Our engineers did some thorough testing with the Powertek PDUs as well as with some other premium PDU brands, and Powertek's intelligent PDUs really stood out from the crowd. Of course, we realize that the Powertek brand awareness still needs some work, it's not a well-known brand across the globe, but the quality of their product is undeniable high and with our test bench results we'll be able to convince every customer."

The partnership with Powertek would enable 3W Infra to provide its customers with freely configurable and highly customized PDU delivery within two weeks after ordering. This lead time is supported by Powertek's efficiently executed global delivery processes, where power blocks are shipped by air while the individual components are being assembled locally.

To provide its clients with ease-of-use, 3W Infra has pre-selected a menu of five product configurations fitting the overall requirements of customers within the hosting and data center industry. For 3W Infra clients, key features

include: outlet switching (42 or 24 outlets - for remote clients, and for the sake of load balance management); setting up alerts through SNMP (to support SLA management); as well as granular measurement per outlet. On top of that, all PDU configurations available can be delivered upon request. Additional configuration options would include but not be limited to: C13, Schuko, or C19 outlets; color options to reduce human errors; cable length; and a variety of monitoring options including Energy (kWh), Voltage (V), Current (A), Active Power (kW), Apparent Power (kVA) and/or Power Factor (PF).

About 3W Infra

Founded in 2014 by some Internet and hosting industry veterans, 3W Infra is a 'pure-play' Infrastructure-as-a-Service (IaaS) hosting provider headquartered in Amsterdam, the Netherlands. The company's enterprise-grade hosting solutions - tailored to the specific needs of each customer - are engineered for scalability and cost-efficiency, with cloud-enabling services including colocation, dedicated servers, IP Transit, and high-level customer support. These solutions come with 3W Infra's Remote Hands including Relocation engineering services at the world's main Internet hubs in Amsterdam, Frankfurt and London.

As a fast-growing company aiming for sustainable growth, 3W Infra serves a dynamic array of different customer types with a variety of needs. The company has a significant amount of colocation customers and 4,000 dedicated servers under management, while its global network now exceeds 160 Gigabit/sec (Gbps) of available bandwidth. 3W Infra's customer base includes some of the largest Internet, broadcasting and cloud services companies in Europe and beyond.

To learn more about 3W Infra, visit: **www.3winfra.com**

About Powertek

Founded in 2007, Powertek is a manufacturer and global supplier of customized rack PDUs headquartered in Hong Kong. Every PDU unit is hand built and custom made according to client specifications while 100% tested before arriving at the customer's doorstep. Powertek's PDU product offerings include non-metered, metering at the inlet, outlet, and PDU circuit breaker level, outlet switching and environmental monitoring support. Its PDUs measure Energy (kWh), Voltage (V), Current (A), Active Power (kW), Apparent Power (kVA) and Power Factor (PF).

To learn more about Powertek, visit: **http://www.powertekpdus.com**

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