

see beyond technologies, infraSECURE
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Software to cut PC power

■ DHAVAL VALIA

An Indian startup See Beyond Technologies (SBT) has developed a software named Infrasecure, which can reduce the power consumption of desktops by 35-40 percent. After directly deploying the product at several organizations including Tesco, ITC Infotech, MindTree, KPIT Cummins and Doha Bank in Qatar, SBT has now turned its focus to driving sales through partners.

"We launched Infrasecure in 2009, and since then we have won 15 large customers in India and the Middle East with an average deal size of 2,500 desktops. MindTree is the largest customer with deployment across 10,000 desktops," said VK Kripanand, Founder and Director, Solutions, SBT. "We now want to take the channel route to accelerate the adoption."

SBT has signed Bengaluru-based Webcom Technologies and Mumbai-based Provista as partners, and within

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VK KRIPANAND

Founder and Director, Solutions,
See Beyond Technologies

the next three months it plans to have at least one partner in each region.

According to SBT, Infrasecure can save ₹24 lakh per annum in electricity costs for a company with 1,000-desktop infrastructure. "A typical PC uses three units of electricity for the entire day. By using the smart power management features

of Infrasecure, the consumption can be reduced by one-third or one unit. At ₹5 per unit, this works out to a savings of ₹24 lakh per annum for 1,000 nodes. In addition, this amounts to 300 tons of CO2 reduction per annum," Kripanand said.

At ₹1,200 for a perpetual license and ₹480 per year for a 3-year subscription license, the ROI for a typical 1,000-node customer works out to less than six months. The client can be remotely distributed by using Microsoft's System Center Manager on desktops with any Windows OS supporting ACPI Power Management.

"Infrasecure has flexible power profile policies that can be centrally administered," said Kripanand. "It hibernates the desktop when not in use, and also wakes it up at predefined times to run batch schedules like antivirus updates. It has an auditable software-based electricity meter that computes power savings from PCs and carbon footprint reduction." ■