

Rittal – The System.

Faster – better – everywhere.

Creating Industrial Opportunities with Flexible IT Infrastructure

AWC Partners with Rittal

SNAPSHOT

AWC Inc. leveraged its long-standing partnership with Rittal to expand from industrial to IT enclosures, significantly enhancing customer solutions and unlocking new opportunities.



ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



INTRODUCTION

Constant innovation is a must to stay ahead in a competitive landscape like industrial automation and control systems, while future-proof infrastructure is necessary to withstand the regular asset refreshes in IT network and server applications. AWC Inc. (AWC), a renowned control systems integrator, has been a key player in this space. Historically focused on industrial enclosures, AWC encountered a new challenge that required expanding their expertise to IT enclosures to meet the dynamic needs of modern industrial operations.

ABOUT AWC

AWC is a control systems integrator that partners with leading control systems component manufacturers to help engineering and maintenance teams “solve problems and run smarter.” AWC helps its customers get more work done faster and with less cost and hassle.

To do that, AWC relies on top manufacturers of industrial applications to meet the needs of its customers. AWC applies its expertise to:

- Industrial automation
- Process instrumentation
- Automated valves and flow control
- Electrical power distribution & control
- Process filtration and separation



ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



THE CHALLENGE

AWC's customer, a leading disposable tissue manufacturer, relied on Rittal's industrial enclosures for housing various control, instrumentation, and automation systems. However, they needed enclosures that offered high physical security for servers and switches, along with appropriate cooling solutions that offered excellent efficiency and climate control. AWC's Sales Manager, leveraging his experience with Rittal's industrial enclosures, contacted a Rittal IT Territory Account Manager (TAM) for guidance on this new requirement.

THE RITTAL SOLUTION

Rittal collaborated with AWC to identify the optimal solution, utilizing insights from a previous project for the customer. The solution involved custom-configured IT racks with integrated climate control, power management, and wireless monitoring capabilities to ensure continuous, 24/7 uptime along with scheduled preventive maintenance for maximum capabilities. These enclosures are designed to be future-proof, allowing for reconfiguration as the customer's needs evolve. By utilizing a flexible IT infrastructure platform, the customer can easily adapt to asset changes and scale solutions as needed to keep up with demand. Additionally, AWC and Rittal identified other locations where the customer could benefit from similar IT enclosure solutions.



ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



THE RESULTS



AWC's collaboration with Rittal yielded significant benefits, demonstrating the value of Rittal as a versatile and reliable partner. The partnership reinforced several key advantages, including:

- **“Plug and Play” Solutions:** The customer enjoyed ready-to-use equipment directly from Rittal's Urbana location, ensuring a seamless turnkey experience
- **A Broad Product Line:** Rittal's extensive range of products, from small 2x2 wall mounts to expansive IT installations, catered to diverse needs, providing flexibility and scalability for AWC's customer
- **One-Stop Shop Capabilities:** Rittal's ability to meet the entirety of the customer's IT infrastructure requirements streamlined procurement processes, simplified operations, and reduced the hassle of matching components across various vendors
- **Integrated Performance:** With Rittal manufacturing nearly every component of its enclosures, the customer benefited from assured performance while avoiding issues commonly associated with third-party accessories

The AWC Sales Manager expressed the impact of this partnership, stating, *“Learning about Rittal's IT expertise and extensive solutions line has opened up a whole new world of opportunities for me and AWC. This was one of those 'best-kept secrets' you hear about, and I'm going to be doing my best to spread the word among my peers at AWC. This is a game-changer for us!”*

ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



CONCLUSION

“Learning about Rittal’s IT expertise and extensive solutions line has opened up a whole new world of opportunities for me and AWC. This was one of those ‘best-kept secrets’ you hear about, and I’m going to be doing my best to spread the word among my peers at AWC. This is a game-changer for us!”

**- AWC SALES
MANAGER**

By leveraging Rittal’s robust, ready-to-use products and comprehensive support, AWC successfully met their customer’s IT infrastructure requirements, enhancing security, cooling, and overall performance. The implementation of Rittal’s IT enclosures marked a significant expansion of AWC’s capabilities. These results not only addressed the immediate challenges faced by AWC’s customer but also opened up new opportunities for AWC and reinforced Rittal’s position as a trusted partner in both the industrial and IT sectors.

CONTACT RITTAL FOR PLUG-AND-PLAY IT INFRASTRUCTURE

Is your business seeking reliable, turnkey IT infrastructure solutions for data centers or edge deployments for industrial applications? Rittal has the expertise required. Our extensive range of products, from small to large installations, ensures that we can meet your specifications. We offer ready-to-use, “plug-and-play” equipment, eliminating the need for complex installations and guaranteeing performance through our integrated manufacturing approach. Contact us today to learn how we can streamline your operations and provide secure, flexible, and scalable solutions.

ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



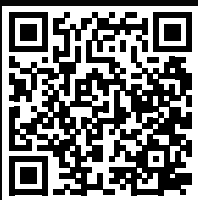
ABOUT RITTAL LLC

Rittal LLC is a global manufacturer of industrial and IT enclosures, racks, and accessories, including cooling solutions and power management systems for industrial, data center, outdoor, and hybrid applications. As the largest manufacturer of enclosures in the world, Rittal provides innovative, high-quality solutions for practically any industrial or IT infrastructure application, from single enclosures to comprehensive, mission critical systems. Products are tested and certified to the appropriate standards that apply, including UL, CSA, ATEX, NEMA, and more.

[Learn more at rittal.us.](https://www.rittal.us)



You can find the contact details of all Rittal companies throughout the world here.



www.rittal.com/contact

ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



FRIEDHELM LOH GROUP