



For immediate release

**Media Contact:**

Shreekant Raivadera

+44 116 267 7396

[Shreekant.Raivadera@Emerson.com](mailto:Shreekant.Raivadera@Emerson.com)

## **Emerson Network Power Recognized as Number One in AdvancedTCA Systems**

*Independent research firm recognizes long term commitment to market leadership*

**TEMPE, Ariz., US.** [17 May, 2012] – A new report has recognized the AdvancedTCA<sup>®</sup> (ATCA<sup>®</sup>) market leadership position of Emerson Network Power, a business of Emerson (NYSE:EMR) and the global leader in enabling *Business-Critical Continuity™*.

The [ATCA Worldwide Market Share Analysis and Market Forecast, 2011 – 2016](#), report from Markinetics, Inc., an independent market research consultancy, identifies Emerson Network Power as having the largest installed base of [ATCA blades](#) and [ATCA systems](#) and the largest market penetration in 2011. As one of the pioneers of ATCA technology, Emerson Network Power has been supplying integrated, application-ready platforms and market-leading blades for over 10 years. Having worked with all of the top large telecom equipment manufacturers and many smaller specialized providers of networking equipment, the company has built up an unrivalled depth and breadth of experience and expertise worldwide.

According to the Markinetics report (commissioned by Emerson Network Power), the ATCA equipment market reached an estimated size of \$742.1 million in 2011, representing a year-over-year increase of approximately nine percent from 2010. By the end of 2012, the ATCA market is expected to grow further and slightly exceed \$831 million. The Markinetics report states that Emerson Network Power captured 19.2 percent of the overall market and cites the company's strategic acquisitions and investment in ATCA research and development.

Richard Dean, senior vice president, Markinetics, Inc., said: "Achieving global competitive advantage in an ever-changing, intensely competitive, and highly-regulated industry requires much more than competent products, services, and favorable pricing. The ATCA supplier, then, can be most successful when it possesses unique technical resources and market development capabilities which enable it to profitably satisfy these customer needs in ways that are difficult to emulate. Maintaining a leadership position over an extended period generally requires a sensible blend of customer intimacy, operational excellence and technology leadership. Emerson Network Power is one of only a small handful of firms capable of demonstrating a comprehensive technical and services roadmap over time and is therefore more likely to become a preferred ATCA vendor of choice and expand its installed base."

"With over 25,000 ATCA systems and 200,000 blades deployed in carrier networks, it is clear that Emerson Network Power is the leader in ATCA," said Brian Brown, vice president and general manager, marketing and services for the Embedded Computing business of Emerson Network Power. "Our installed systems process over 500 Terabytes per second, which is the equivalent of over 18 million high definition movies per day!

"We have achieved the honored position of number one by making sure that our deep understanding of our customers' needs is translated into solutions that help them gain a competitive advantage while reducing total cost of ownership and risk," Brown continued.

Emerson Network Power was actively involved in the definition of the AdvancedTCA specification and continues to lead in its evolution through various committees, including working on expanding its application beyond a successful telecom base. The company has hosted interoperability workshops and public demonstrations, and written many white papers and articles to educate developers.

As one of the first companies to introduce the latest [40G ATCA](#) technology, Emerson Network Power has deployed many thousands of 40G-ready ATCA platforms in carrier networks. These platforms include [2-slot](#), [6-slot](#) and [14-slot](#) variants that are designed to meet the needs of telecom central office environments.

Rob Pettigrew, marketing director of Emerson Network Power's Embedded Computing business, said: "Emerson is the only major ATCA systems vendor that designs and manufactures its own chassis. We understand how to build systems that are capable of meeting the carrier-grade NEBS and ETSI requirements of central office deployments. And since we understand and specify our cooling environments, we can design all our payload blades such that they can be deployed in all of our chassis with full payload configurations, and still meet the industry's thermal and acoustic requirements. What's more, we have the only two-slot and six-slot systems in the market with front to rear cooling and integrated AC power options, which are critical for central office deployments.

"With one of only a few generally available 40G ATCA switches, the [ATCA-F140](#), and a growing portfolio of [40G payload blades](#), Emerson is poised for continued leadership as ATCA technology is adopted as a common platform for a wider range of applications," Pettigrew continued.

More information about ATCA solutions from Emerson Network Power can be found at [www.Emerson.com/ATCA](http://www.Emerson.com/ATCA).

#### **About Emerson Network Power**

Emerson Network Power, a business of Emerson (NYSE:EMR), is the global leader in enabling *Business-Critical Continuity™* from grid to chip for telecommunication networks, data centers, health care and industrial facilities. Emerson Network Power provides innovative solutions and expertise in areas including AC and DC power and precision cooling systems, embedded computing and power, integrated racks and enclosures, power switching and controls, infrastructure management, and connectivity. All solutions are supported globally by local Emerson Network Power service technicians. For more information on Emerson Network Power's embedded computing solutions, including ATCA®, COM Express®, CompactPCI®, embedded computers and motherboards, OpenVPX™, VMEbus™ and RapiDex™ board customization service for original equipment manufacturers and systems integrators in the telecommunications, industrial automation, aerospace/defense and medical markets, visit [www.EmersonNetworkPower.com/EmbeddedComputing](http://www.EmersonNetworkPower.com/EmbeddedComputing). Learn more about Emerson Network Power products and services at [www.EmersonNetworkPower.com](http://www.EmersonNetworkPower.com).

#### **About Emerson**

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Network Power, Climate Technologies, and Commercial & Residential Solutions. Sales in fiscal 2011 were \$24.2 billion. For more information, visit [www.Emerson.com](http://www.Emerson.com).

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