

Applied Math Modeling Announces Reseller Agreement with Meritum Technology

Extends CoolSim Data Center Modelling Solutions into Europe

Applied Math Modeling Inc. announced today an agreement with Meritum Technology for the sales, support, and distribution of its CoolSim data center thermal simulation software. Meritum bring over 15 years of experience in the development of new market applications for CFD. The new partnership with Applied Math Modeling will allow Meritum to use this expertise to develop the CoolSim business in Europe. Paul Bemis, President of Applied Math Modeling said: "We are very pleased to have Meritum Technology representing CoolSim in Europe. We have worked with the directors of this organization for many years and have complete confidence in their ability to provide us the business development resources and energy necessary to make CoolSim very successful in Europe." Dan Burton, Managing Director of Meritum Technology added: "We are very excited to have this partnership with Applied Math Modelling Inc. The new release of Coolsim 3.2 adds many new features that will be of key importance to the rapidly growing data center thermal simulation market. We are eager to begin the process of expanding the presence of CoolSim into major data center facilities throughout Europe."

CoolSim is the most cost-effective, comprehensive, easy-to-use tool in the market for the quick and easy analysis of data centers. With CoolSim 3.2, users quickly determine such things as the maximum equipment loading for a given data center, the optimal placement of cooling and/or thermal loads, the effect of failed cooling units, and the opportunity to reduce operating costs by reducing cooling capacity. Features of the new CoolSim 3.2 release include:

- [Modelling supply ducts and diffusers:](#)
In addition to the non-raised floor modelling capabilities introduced in CoolSim 3.1, CoolSim 3.2 now supports the ability to model supply ducts and diffusers.
- [Modelling individual servers in an equipment rack with blanking and un-blanking:](#)
CoolSim 3.2 has added the ability to position specific loads at any height in the equipment rack with a commensurate size and flow-rate from a library of popular IT equipment.
- [Performing multiple simulations concurrently for the rapid study of CRAC failure:](#) The analysis of CRAC failure is an important consideration of any data center. With CoolSim 3.2, CRAC failures can be modeled concurrently. Using the easy to use GUI, CRAC's can be cycled on and off for multiple scenarios, then submitted to the high performance computing cluster concurrently.
- **Addition of new Liebert and APC cooling units:**
In addition to the existing array of cooling objects in the CoolSim library, the most recent Liebert and APC CRAC units have been added, including inline and overhead models.
- **Improvements in output postprocessing formatting:**
The hallmark of CoolSim postprocessing is the html report and embedded graphics that can be viewed and manipulated on any computer, anytime, anywhere. In CoolSim 3.2, the structure of the html report has been greatly improved, allowing for easier navigation from one image to another.

About Applied Math Modelling

Applied Math Modelling Inc develops and supports engineering simulation applications for specific target markets. As a strategic “value added” partner to ANSYS, Applied Math Modelling develops unique graphical user interfaces (GUIs) for target markets that require specific Modelling tasks, driven by the rich set of industry proven ANSYS simulation engines. These applications are then delivered to the market using a hosted “Software as a Service” (SaaS) model that is particularly well suited for periodic or occasional users. This unique approach reduces end user IT complexity and cost. Visit www.koolsim.com for more information or info@koolsim.com

About Meritum Technology Limited

Meritum Technology offers data centre airflow and cooling solutions to data centre professionals in Europe. Meritum bring 15 years experience in CFD modelling and specific experience of how CFD can be applied to the data centre and built environment. Meritum are committed to making the innovative CoolSim technology available to customers to improve the design and thermal management of data centres. Visit www.meritum-tech.com for more information or email enquiries@meritum-tech.com.