WHAT TO EXPECT
AS A DDC RESELLER

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Data centers are being transformed to meet the high density demands of AI, HPC and GPU workloads. Partnering with DDC Solutions gives leading technology solution providers who serve data centers unprecedented growth opportunities and access to serve the high-density cooling sector.

Which types of companies can join the DDC Reseller Program?

Companies who can become DDC resale partners include many different players in the data center ecosystem, including:

1. Value added resellers who serve data center customers
2. Systems integrators
3. White space infrastructure consultants
4. Data center design and engineering firms who support customer equipment procurement

What are the benefits to being a DDC partner?

1. Sell a high margin differentiated product in the rapidly growing cooling category
2. Gain access to tools via the Partner Portal and support from a DDC account manager
3. 3. Participate in marketing and sales incentive programs

What is the partner onboarding process?

After completing the application form and meeting the qualification criteria, prospective partners will be asked to sign an NDA and Resale Agreement. Upon signature, partners can expect:

- Onboarding email and kick-off with your account executive
- Access to sales materials and training via our Partner Portal
- Ongoing updates and support

What are the DDC products that resale partners can sell?

Resale partners have access to the S-Series Platform, which includes patented cabinet technology and integrated DCIM software. The S-Series offer three different models which support low, medium and high density cooling respectively, all of which are field upgradeable to support higher density requirements as customers' needs evolve.

What makes the DDC Solution unique?

Think of the S-Series Platform as a "data center inside a data center." It is completely self-contained, modular cabinet design serves as a platform that can meet today's data center density requirements but also scales up to the highest densities of 100kW air and 400kW+ liquid to the chip cooling in each cabinet. The platform concept creates a tremendous advantage of "future proofing" and reducing risk for data centers, as they will have the capacity to scale up and meet any future density demands.

In addition, the S-Series v4 cabinets have their own unique design features which further future proof data centers, such as integrated cooling, power, fire suppression, and environmental management features.

What market factors are driving demand for this solution?

Two trends are driving a need for new cooling solutions.

AI and GPU based server growth:

- 58% of new data center added capacity will be GPU based servers by 2030
- Global GPU based server shipments: 52% CAGR from 2023 – 2029

Data center power consumption growth:

- Global data consumption: 24% CAGR from 2023 – 2028
- Global data center power consumption: 12% CAGR from 2025 - 2029
- Global high-density cabinet demand: 25% CAGR from 2025-2030

These trends are expecting to drive trillions of dollars of investment in the infrastructure needed to support the Data Center "white space" categories such as those from DDC.

What are the competitive product categories to the S-Series?

No other product in the market takes DDC's platform-based approach and provides a scalable infrastructure which can support all densities in such a dynamic way. Other traditional cooling categories such as rear-door heat exchangers are an alternative way of cooling some facilities but generally they are not a high-density cooling solution.

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