

AVOCENT® LRA REFRESH

Education

Q. What is LRA?

A. LRA is the acronym for Local Rack Access. This is a device that takes up one RU of space in the rack and pulls out to reveal a keyboard, trackpad and LCD screen.

Q. What is KMM?

A. This acronym stands for Keyboard, Monitor and Mouse and is another term for the LRA.

Q. What is KVM?

A. This is an acronym for Keyboard, Video Mouse and is generally a device that allows one keyboard, video, mouse to be switched between multiple target servers.

Q. Can I expect to hear other terms used to describe this products?

A. Yes, sometimes you may hear LRA referred as LCD tray, LCD drawer, Pull-out keyboard.

Q. What does Dual USB 2.0 Pass-Thru mean?

A. This is a term used to describe the facility on the keyboard to connect up to 2 USB devices and have them map through to the attached server.

Selling

Q. Why would a prospect need one of these?

A. To replace attaching to each separate server with a dedicated keyboard and monitor, whenever work is needed on the server.

Q. What problems does it solve and what are the impacts or costs of those pains?

A. Administrators have a problem connecting quickly to a server that is having problems, and doing it in a way that is not risky to the server or surrounding devices.

Q. Where can I find more information on this product?

A. Vlink and Vertiv.com

Q. Is this product a good companion sale for other Vertiv products?

A. Yes, it is a natural fit alongside any of the Avocent® KVM switches or whenever a customer is buying a Vertiv rack.

Q. Should I try to sell the tray alone or always pitch the bundle?

A. Most of the time a bundle will be more interesting to a customer as it allows them to use one keyboard/monitor to connect to many servers. However, the customer may already have a KVM switch and so only needs the LRA on its own.

Q. What is included in the LCD Tray bundle?

A. The bundle includes the LCD tray with integral keyboard and trackpad, an 8 or 16 port KVM switch and any cables needed to connect the KVM switch to the servers.

Technical

Q. How do I know if this will work with my customers server of existing KVM?

A. The LRA uses industry standard keyboard, mouse and video connections that will fit all modern servers without any need for adaptors or driver software.

Q. What country keyboards can we provide?

A. There is a very wide range of keyboards options available, covering the majority of different keyboard layouts commonly used across the world. Details of these different keyboard options are included in your price list.

Q. Does it need a separate power supply?

A. No, all power is drawn from the attached server or KVM switch.

Q. Can the MergePoint Unity KVM switches be fitted behind the LRA18.5 KMM in the same 1U Space?

A. Yes.