



Media Contact:

Forrest Carman

Owen Media

206.322.1167 x 118

forrestc@owenmedia.com

THE GREEN GRID'S MILESTONE DELIVERABLES URGE IT COMMUNITY TO GAIN EFFICIENCIES

New strategies, methodologies and process recommendations provide data center managers with a new framework to assess energy use

SAN FRANCISCO — Feb. 4, 2008 — The Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems, today announced the delivery of new strategies, methodologies and process recommendations that provide IT managers with a new framework to assess data center energy use in order to gain greater efficiencies. This framework developed by The Green Grid is designed to educate data center end users on data center productivity, provide them with a better understanding of the key factors driving energy consumption and encourage them to reduce energy use in their data centers.

Developed by The Green Grid Technical Committee, which includes technical experts from Member companies, this framework will be presented to Members and other industry participants during The Green Grid Technical Forum and Members' Meeting, taking place February 5th and 6th at the Parc 55 Hotel in San Francisco. Underscoring the theme of this inaugural industry event, which is "Get Connected: Assess Today for Efficiency Tomorrow," material that will be presented includes:

- Addressing Organizational Barriers to Managing Efficiency – provides organizations with guidance on how to increase awareness of split incentives between IT and facilities management and how to address the behavioral issues resulting from those incentives;
- Baseline Efficiency Market Study – reviews the current state of the industry and identifies key factors driving companies to take action on data center power consumption and the challenges in doing so. This study identifies existing practices for managing efficiency as well as provides companies with data to help them assess where they are with respect to industry common practices;
- Peer Review of Lawrence Berkeley National Laboratory (LBNL) Study on High Voltage Direct Current in the Data Center – reviews the LBNL study on potential efficiency gains from implementing a direct current-based architecture in data centers; and
- Five Ways to Save Server Power – presents strategies that can be implemented today for saving server power and improving data center energy efficiency.

"The strategies, methodologies and process recommendations being introduced by The Green Grid this week are a critical step forward in our efforts to help IT managers understand and improve energy efficiency in data centers and business computing ecosystems. Through our growing membership, we have access to member research facilities and key IT experts, enabling us to scope and understand the challenge and identify effective solutions," said Jim Pappas, a director of The Green Grid. "The Green Grid Technical Forum will provide the industry with an opportunity to share this information and collaborate on additional projects."

During the forum, The Green Grid will discuss the future direction of energy-efficient data centers while previewing projects-in-progress, which include:

- Data Center Rating System Panel – industry discussion on data center ratings with a number of parties, including The Green Grid, California Energy Commission, European Commission, US Department of Energy and US Environmental Protection Agency who have start working on data center energy efficiency rating systems; and

- Data Center Productivity – highlighting The Green Grid's progress in developing metrics for data centers that relate useful work performed within data centers to the resources required to complete that work.

To learn more about The Green Grid Technical Forum, please visit http://www.thegreengrid.org/events/technical_forum/

About The Green Grid

The Green Grid is a global consortium of companies dedicated to advancing energy efficiency in data centers and business computing ecosystems. The Green Grid does not endorse any vendor-specific products or solutions, and will seek to provide industry-wide recommendations on best practices, metrics and technologies that will improve overall data center energy efficiencies. Membership is open to companies interested in data center operational efficiency at the Contributor or General Member level. General Members attend and participate in General Meetings of The Green Grid, review proposals for specifications and have access to specifications for test suites and design guidelines and IP licensing. Additional benefits for Contributor Members include participation and voting rights in Committees and Work Groups. Additional information is available at www.thegreengrid.org.

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