

THE GREEN GRID ANNOUNCES WINNERS OF THE MOST-IMPROVED DATA CENTRE ENERGY EFFICIENCY AWARD - JAPAN

Grand Prix awarded to JTB System Solution for
company-wide energy efficiency efforts

Tokyo — October 17, 2011 — The Green Grid Association, the IT industry's leading voice for advancing resource efficiency in data centers and business computing ecosystems, today announced, in association with DatacenterDynamics, the winners of the Most-Improved Data Centre Energy Efficiency Award – Japan for 2011. The award recognizes businesses and organizations demonstrating a commitment to improving the energy efficiency of their data centers operating in Japan.

A judging panel comprised of representatives from The Green Grid, DatacenterDynamics and Green Grid liaison organizations Green IT Promotion Council (GIPC), Japan Data Center Council (JDCC), ASP-SaaS-Cloud Consortium (ASPIC), and the publications ITmedia Enterprise and ITPro presented the Grand Prix to JTB System Solution, the Performance Award to ITOCHU Techno-Solutions and the Special Award to Hitachi Cable, as follows:

- ◆ **Grand Prix: JTB System Solution, Inc.**
Project name: Innovation of data center; Vision for data center by a user company
JTB System Solution was awarded the Grand Prix as a result of implementing company-wide improvement activities, and by putting industry metrics such as PUE and 2008 ASHRAE Environmental Guidelines, and best-practice theories to practical use. It also changed the company's data center from being just a server yard, to a data center to be proud of, through greater energy efficiency and by becoming a profit center. In addition, JTB System Solution received a high score for being a user company that proactively shares its ideas, company vision and goals with external stakeholders, to promote future energy efficiency.
- ◆ **Performance Award: ITOCHU Techno-Solutions Corporation (CTC)**
Project name: Peak shift for energy saving this summer! Continuous improvement through unique ideas
CTC received the Performance Award for its approach to peak shifts of electricity usage, achieving energy efficiency through PUE metrics, battery charging via nighttime power equipped with sodium-sulfur battery systems, and cold energy production attained using nighttime low temperature generated by cold heat accumulation air-conditioning systems. This approach had major impact, and not only achieved power-cut targets associated with the electricity usage restriction order this summer, but also unveiled new directions in earth-friendly energy efficiency programs that cut CO2 output. It is a program that is truly worthy of international attention.
- ◆ **Special Award: Hitachi Cable, Ltd.**
Project name: Super energy saving anti-seismic datacenter using water circulation
Hitachi Cable was awarded the Special Award for its integrated, cross-sectional efforts toward energy efficiency, encompassing building, cooling, controlling and IT, and its

unique automated management technologies that enable maximum energy efficiency at its data centers. Additionally, the company took an innovative approach to energy efficiency by including re-use of exhaust heat energy generated by higher density IT equipment and through the extension of free-cooling days, brought by natural ventilation that prevents a mix of hot and cold aisles, as well as setting a higher temperatures for cooling based on 2008 ASHRAE Environmental Guidelines.

The Most-Improved Data Centre Energy Efficiency Award developed to encourage businesses and organizations in Japan to measure and improve data center energy efficiency. Judging criteria emphasized ongoing overall efforts to improve data center energy efficiency – including continuity of measurement, analysis, recommendation and implementation – in addition to focusing on energy efficiency metrics such as Power Usage Effectiveness (PUE) and Data Center Infrastructure Efficiency (DCiE).

“We were delighted to receive applications from companies representing IT service providers as well as user companies (non IT-service providers) such as those from the financial, service and manufacturing sectors - especially at a time when all data center operators were busy implementing their respective energy-saving plans to meet the strict electricity restriction order in place over the summer,” said Eiji Taguchi, chairman of the awards committee and chairman of the Japan Technical Work Group of the Green Grid. “We are very impressed that more user companies applied for our award this year. We strongly believe that more user companies are now recognizing that energy efficiency at data centers is crucial not only for IT service providers, but also for their own companies as a component of business strategy. We believe that this widespread understanding has led to the stable operation of data centers across Japan this summer. We are committed to contributing to society by improving energy efficiency through the emerging best practices and measurement systems encouraged by this award.”

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