

PRESS RELEASE

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Free resource helps data centres keep their cool

The Green Grid launches updated Cooling Maps to promote economiser use

Data centre operators are being encouraged to make use of cost-free cooling from ambient air with the launch of updated “Cooling Maps” from The Green Grid – the open industry consortium dedicated to improving the resource efficiency of datacentres and business IT.

The Cooling Maps show how many hours of free cooling data centres can expect each year by using air-side economisers in three key regions: Europe, Japan and North America. The easy-to-use maps are freely available for anyone to download, plot their data centre location, and measure the potential number of hours they can switch off expensive and energy-intensive chillers.

The maps – first developed by The Green Grid in 2009 – have been updated in response to new criteria from the American Society of Heating, Refrigeration, and Air conditioning Engineers (ASHRAE), which recently published new guidelines for the “Recommended” and “Allowable” temperature and humidity of data centres. The new specification created two new classifications of data centres and expanded the range of allowable environmental conditions in order to encourage energy efficiency practices like air-side economisation.

Mike Patterson, The Green Grid’s Technology and Strategy Work Group Chair, said, “The new Cooling Maps show that huge swathes of North America, Japan and Europe can provide data centres with free cooling throughout the year. Even in sun-kissed regions such as the US Gulf Coast region or Southern Europe data centres could

switch from air conditioning to using ambient air for two thirds of the time, so there is no excuse for any newly-designed facility not to incorporate air-side economisers.

“The Green Grid’s research shows that data centre operators using economisers can save an average of 20 per cent on the money, energy and carbon for cooling compared to data centres without economisers,” continued Patterson.

“One of the aims of the new updated maps is to make every data centre designer and operator aware of the free cooling resource on their doorsteps. In a world increasingly conscious of the environmental and financial cost of IT, it has never been more important to use the environment itself to help cut the resource consumption of data centres,” he concluded.

The free cooling map and the accompanying whitepaper can be downloaded here:
<http://www.thegreengrid.org/en/Global/Content/white-papers/WP46-UpdatedAirsideFreeCoolingMaps-TheImpactofASHRAE2011AllowableRanges>

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Note to editors:

For further editorial information, or to arrange an interview with The Green Grid, please contact the UK press office:

Robin Campbell-Burt / Rob Jessel

Spreckley Partners

Email: greengrid@spreckley.co.uk

Phone: +44 (0)20 7388 9988

www.spreckley.co.uk

About The Green Grid:

The Green Grid is a global consortium of companies, government agencies, educational institutions and individuals dedicated to advancing resource efficiency in data centres and business computing ecosystems.

The Green Grid does not endorse vendor-specific products or solutions, and instead seeks to provide industry-wide recommendations on best practices, metrics and technologies that will improve overall data centre resource efficiencies. Membership is open to organizations interested in data centre operational efficiency at the Contributor, General or Associate member level and individuals at the Individual level.

Additional information is available at www.thegreengrid.org and on Twitter at <http://twitter.com/TheGreenGrid>.