

THE GREEN GRID ANNOUNCES WINNERS OF THE GREEN GRID JAPAN DATA CENTRE AWARD 2012

Grand Prix awarded to NTT Communications and NTT Facilities for continuous energy efficiency efforts using Data Center Infrastructure Management (DCIM) system with artificial intelligence engine

Tokyo — October 5, 2012 — The Green Grid, the global IT industry's leading voice for advancing resource efficiency in data centers and business computing ecosystems, today announced the winners of the Japan Most-Improved Data Centre Energy Efficiency Award for 2012. The award recognizes businesses and organizations demonstrating a commitment to improving the energy efficiency of their data centers operating in Japan.

For the purpose of encouraging more businesses and organizations to apply for the award, judging criteria will emphasize 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)

A judging panel comprised of representatives from The Green Grid, The Green Grid liaison organizations Green IT Promotion Council (GIPC), Japan Data Center Council (JDCC), ASP-SaaS-Cloud Consortium (ASPIC), the publications *Computerworld*, *Datacenter Complete Guide*, *ITmedia Enterprise*, and *ITpro*, and DatacenterDynamics, presented the Grand Prix to Joint Project of NTT Communications and NTT Facilities, the Performance Award to SCSK Corporation and the Special Award to Internet Initiative Japan, as follows:

- ◆ **Grand Prix:** NTT Communications, Inc./NTT Facilities, Inc. (Joint Project)
Project name: Continuous improvement activities and contributions to raising energy efficient levels of data centers in Japan, by utilizing Data Center Infrastructure Management (DCIM) system with innovative artificial intelligence
Award-Winning Point: NTT Communications and NTT Facilities both implemented the Data Center Infrastructure Management (DCIM) system, which contains an innovative artificial intelligent engine. Using the DCIM, improvements were achieved in the air-conditioning system, while improvements to the thermal environment in the server room were also achieved simultaneously; meaning improvements were made in a balanced way across both areas.
In addition, the project met its investment recovery objectives, which has proven difficult for most companies due to cost-effectiveness.

- ◆ **Performance Award:** SCSK Corporation
Project name: Verification and implementation of energy efficiency measures that benefit the thermal environment
Award-Winning Point: SCSK Corporation streamlines energy consumption in its data center, through a comprehensive audit of the thermal environment in the server room and outdoor unit yard. This includes assessments of energy consumed by the server and air conditioning systems, plus the room and outside air temperatures. Through its

comprehensive monitoring program, SCSK could perform a more detailed analysis of its measurement data, and achieved significant energy efficiency gains by thoroughly testing and refining the effectiveness of improvement measures.

In addition, SCSK successfully established an organic PDCA cycle that validates continuously. This effort was rated as an effective plan for energy efficiency, as it is the best practice that mastered the PDCA cycle.

◆ **Special Award:** Internet Initiative Japan Inc.

Project name: Matsue Data Center Park: a containerized natural free cooling datacenter

Award-Winning Point: Internet Initiative Japan (IIJ) achieved low consumption results at its data center through a visionary method, which includes setting higher outside-cooling temperatures for cooling based on 2008 ASHRAE Environmental Guidelines. This method is used for operating the containerized data center, and it is the first containerized data center for business in the Japanese market. In addition to the monitoring of electricity usage of container, rack, and server, it also monitors the data center park as a whole that links with the building. This point was acclaimed, as it worked on energy management with great circumstance than previous data centers.

“This is the third time this award ceremony has been held, and there were some impressive developments and innovations, such as the intelligence of the energy efficiency measures,” said Eiji Taguchi, chairman of the awards committee and chairman of the Japan Technical Work Group of The Green Grid. “We have seen many new energy saving provisions at the data center after the Great Eastern Japanese Earthquake’s provisional idea of the aggravated electrical power condition and effective disaster recovery and business continuity plan. New provisions include free cooling, modular design, evolution of exhaust heat moving technology and integrated operation management. We expect to lay the foundations for world leading energy-saving data centers through steady activities, such as monitoring - a strength in Japan - and through new approaches and methods.”

###