

THE GREEN GRID TO PUBLISH “CASE STUDIES OF ENERGY EFFICIENCY INITIATIVES IN JAPANESE DATA CENTERS”

Broadly introducing the remarkable improvements of Japanese businesses to members in and outside Japan, and supporting the energy-saving activities of data centers.

Tokyo – July 19, 2011 – The Green Grid Association, the IT industry’s leading voice for advancing resource efficiency in data centers and business computing ecosystems, announced that it has published a white paper reporting cases of energy efficiency initiatives of data centers in Japan including winners of the Improved Data Center Energy Efficiency Award, first presented last year. The white paper is available from The Green Grid’s home page (URL: www.thegreengrid.jp) free of charge.

Amid the current social climate to save energy in post-quake Japan, the issue of data center energy efficiency has been pushed deeper into the spotlight. Against this backdrop, “Case studies of energy efficiency initiatives in Japanese data centers” was published to help advance energy use reduction efforts by increasing efficiency, and by introducing cases of practical improvement activities. Members of the Japan Technical Work Group of The Green Grid illustrate the background of the activities, challenges/solutions and results of improvement activities of eight companies in total, including the three winners of the Improved Data Center Energy Efficiency Award in 2010, plus five Green Grid member companies.

The Green Grid has published 39 white papers globally; however the newly-added “Case studies of energy efficiency initiatives in Japanese data centers” is the first white paper from the Japan Technical Work Group. This white paper is planned for translation into English, and will broadly introduce the remarkable improvements of Japanese businesses to members in and outside Japan and support the energy saving activities of data centers worldwide.

“When working towards greater energy efficiency of data centers, it is extremely difficult to make progress if we ignore the geographical, energy, regulatory, customary, and other operating constraints and characteristics of the region, and Japan is no exception to this rule,” said Makoto Karaki, member of The Green Grid Japan Technical Work Group, and the chief editor of this white paper. Because of the Tohoku earthquake, further reductions in use of electricity and key resources are necessary. We hope that this white paper, although unique to Japan, will help contribute to the overall improvement of data centers.”

In “Case studies of energy efficiency initiatives in Japanese data centers”, cases from winners of the Improved Data Center Energy Efficiency Award in 2010 are introduced. The Improved Data Center Energy Efficiency Award, which recognizes businesses and organizations that demonstrate a commitment to improving energy efficiency of their data centers, is being held this year as well, (URL: www.thegreengrid.org/japanaward), and is currently accepting applications from organizations and companies in Japan with great examples of improvement activities.