

## NEWS RELEASE

21<sup>st</sup> November 2012

### **Green Grid EMEA Forum signposts way to collaborative future**

*Industry must strive to avoid complacency and risk-averse culture*

IT leaders need to raise their expectations for their data centres if greater efficiency levels are to be realised, according to a range of industry leaders speaking at The Green Grid EMEA Technical Forum.

Over the past 12 months, The Green Grid has worked extensively with international and regional standards bodies to develop a common approach to standardisation and other tools to improve data centre efficiency. However, a major challenge is growing for those responsible for data centres to recognise how far they should be pushing the efficiency agenda in their organisations.

Roger Tiple, Green Grid Director, says: "If your car used virtually the same amount of energy when traveling at 80 miles per hour as when it was parked, you would assume there was something seriously wrong with the engine. But this is essentially how many data centres function. There have been many efficiency improvements stemming from areas such as cooling and virtualisation. However, the great challenge remains to minimise the energy consumed when parts of the servers are idle. We need to get IT leaders to push harder in this front of the war on DC efficiency".

As well as calling for a more demanding sector, the two-day international gathering has showcased The Green Grid's collaboration with the European Commission and the BCS and brought delegates from 15 countries across Europe, Asia and North America.

Roger continues: "The Green Grid is at the ground floor working developing common standards across the world. As these consultations continue, we look forward to seeing Green Grid metrics such as Water Usage Effectiveness (WUE), Carbon Usage

Effectiveness (CUE) and the established Power Usage Effectiveness (PUE) metrics becoming more incorporated into international regulations and standards".

The forum has also seen:

- The publication of the new [Data Centre Life Cycle Analysis Guidelines](#)
- New, open access to the report, [Energy Policy Research & Implications For Data Centres In EMEA](#)
- Discussion of the recently published report, [Data Center Efficiency and IT Equipment Reliability at Wider Operating Temperature and Humidity Ranges](#)

Roger concludes: "The Green Grid has a three-pronged approach. Firstly, to bring together the best minds in data centre development to explore new avenues to improve efficiency. Secondly, to use this knowledge to influence the development of common standards and data centre performance tools with industry and government bodies. Thirdly, to share best practice with those that have day-to-day responsibility for data centres. Our ongoing work, and this successful forum, shows that we play a pivotal role on all fronts".

**-ENDS-**

#### **Note to editors**

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#### **About The Green Grid:**

The Green Grid is a global consortium of companies, government agencies and educational institutions 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 organisations interested in data centre operational efficiency at the Contributor, General or Associate member level.

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