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[Brandon.Brunson@porternovelli.com](mailto:Brandon.Brunson@porternovelli.com)**THE GREEN GRID DEBUTS NEW TOOLS FOR DATA CENTER EFFICIENCY AT THIRD ANNUAL GLOBAL TECHNICAL FORUM**

*Industry, Global Alignment and Best Practices for Efficient IT among Topics to be discussed During Annual Gathering of Global Industry Leaders*

**San Jose, CA – February 4, 2010** – [The Green Grid](#), the IT industry's leading voice for advancing energy efficiency in data centers and business computing ecosystems, today introduced new tools and announced new industry alliances at its [Third Annual Green Grid Technical Forum and Members' Meeting](#). Attendees of the Forum will learn first-hand how these new tools and alliances are designed to address the global needs of data center operators and foster greater collaboration among key stakeholders in industry and government. With the theme, "Get Connected: Drive Change with Global Strategies for Efficient IT," the Forum also features a keynote address by [Robert F. Kennedy, Jr.](#)

"At this year's Technical Forum, the membership of The Green Grid is demonstrating its commitment to improving data center energy efficiency through the hands-on development of tools, standards and global alliances that make it easier for end-users to drive practical improvements," said Christian Belady, Microsoft representative and Treasurer of The Green Grid. "Leveraging Robert F. Kennedy, Jr.'s inspiring efforts, we welcome new voices to join the hundreds of volunteers in our unique organization who are working to develop new programs to assist data center managers and end-users advance energy-efficiency."

The Green Grid, which creates a unique opportunity for worldwide industry collaboration, is actively working on dozens of both strategic and tactical projects to improve data center energy efficiency. As a result of these efforts, the organization today announced new, free, online tools that extend the benefits of the widely-used [free cooling tools](#) introduced in 2009:

- **Power Efficiency Estimator**

The new Power Efficiency Estimator is designed to help data center operators compare different scenarios of power topologies and technologies inside of their facility. It takes factors such as workload, availability, and space constraints into consideration and generates a report that is designed to improve decision-making in a facility. The Power Efficiency Estimator will be available by the end of the first quarter of 2010.

- **PUE Estimator**

The new PUE Estimator allows data center operators to easily input their facility's specific data at regular intervals to determine their PUE. Power Usage Effectiveness (PUE), a metric created by The Green Grid, determines the amount of energy used by the facility and the IT gear inside of it. The PUE Estimator will be available by the end of the first quarter of 2010.

- **New White Paper: Impact of Virtualization on Data Center Physical Infrastructure**

This new paper provides guidance on how data center professionals can maximize power and cooling equipment electricity savings in a data center environment that is using virtualization to achieve its consolidation strategies. The paper is available to members and non-members in the ["Library & Tools" section of The Green Grid's Web site](#).

- **New Online Course from The Green Grid Academy**

[The Green Grid Academy](#) has launched its latest self-directed online course, “Data Center 101: Constrained Capacity,” to help data center managers and operators get familiar with industry lexicon and solutions to everyday data center challenges.

In addition to these tools, The Green Grid also announced significant progress with its previously-announced Data Center Design Guide. With an outline and draft chapters now posted for member comment, The Green Grid encourages all members to participate in this groundbreaking opportunity to define a new data center architecture, specifically to define the capabilities to allow native optimization and policy management for maximum energy efficiency.

#### **New Publication From ASHRAE and The Green Grid**

The Green Grid and the [American Society of Heating, Refrigerating and Air-Conditioning Engineers](#) (ASHRAE) have co-authored a book titled [“Real Time Energy Consumption Measurements in Data Centers”](#) that focuses on energy consumption measurements for the determination of energy efficiency, along with exposure of key IT/Facilities interfaces in the data center. The book is free to member companies of The Green Grid and is available for [purchase or download](#) through the ASHRAE bookstore for \$54.00.

#### **Alliance with Data Center Pulse**

In addition to introducing new tools for the industry, The Green Grid has signed an alliance agreement with [Data Center Pulse](#), a global end user community of data center owners and operators focused on influencing the industry through the eyes of the customer. The agreement is designed to ensure consistency in addressing the energy-specific needs of the IT community.

“The Green Grid’s annual Technical Forum has become a unique information exchange for data center managers and technology providers,” said Dean Nelson, Chairman and Founder, Data Center Pulse. “The data center operators representing the Data Center Pulse Community are encouraged by the progress The Green Grid has made, and we’re looking forward to working together to expand the reach of metrics such as PUE and DCiE.”

A full list of organizations that The Green Grid has formed alliances with, including government entities across the globe, can be found on the [Alliances page at The Green Grid’s Web site](#).

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

The Green Grid is a global consortium of companies, government agencies and educational institutions dedicated to advancing energy efficiency in data centers 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 center energy efficiencies. Membership is open to organizations interested in data center operational efficiency at the Contributor, General or Associate member level. Additional information is available at [www.thegreengrid.org](http://www.thegreengrid.org).