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**THE GREEN GRID TO LAUNCH NEW DATA CENTER ENERGY EFFICIENCY REPORTING GUIDELINES AND DATA CENTER 2.0 PROGRAM AT ITS 2<sup>ND</sup> ANNUAL TECHNICAL FORUM**

*Industry Consortium Unveils Latest Data Center Metrics, Tools and Programs – including an on-line educational program – at 2<sup>nd</sup> Annual Members and Industry Meeting*

**San Jose, CA – February 4, 2009** – At its [second annual Technical Forum](#), The Green Grid today will announce the launch of new programs, tools and metrics and reporting guidelines designed to help data center managers worldwide improve the efficiency of their facilities and operations. The event will feature a keynote by Rob Bernard, Chief Sustainability Strategist at Microsoft, on February 4.

Founded in 2007, [The Green Grid](#) is a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems.

“As IT and Facilities budgets receive increased scrutiny, efficiency becomes a more business critical issue for data center managers globally,” said Tom Brey, a director of The Green Grid and senior technical staff member in IBM's systems and technology group. “Members of The Green Grid have been working hard to develop new tools, metrics and guidelines for measuring efficiency, and we’re looking forward to receiving industry feedback at this year’s Technical Forum.”

Following on the introduction last year of PUE and DCiE metrics which help end-users separate and measure their facility power consumption from their IT power consumption, The Green Grid members and industry attendees at the Forum will explore different methods for measuring and reporting energy efficiency and data center productivity (DCP). Potential measurements of useful work in data centers, the “Proxies for Estimating Data Center Productivity,” will be actively discussed at the Technical Forum and is open for [public comment](#).

**Data Center 2.0 Program**

At the Technical Forum, leaders of the organization will announce plans for the new Data Center 2.0 program. This initiative will provide the industry with a multi-year set of design guides proposed for use by data center operators and designers to build and operate energy efficient data centers. The design guides will provide principles and guidelines for use in both new data center designs and or retrofits. In addition to the design guide, The Data Center 2.0 program will also include a recognition program for end-users reporting their PUE or DCiE measurements within the stated guidelines.

“The data center is comprised of highly complex systems, and while multiple technical designs and best practice documents exist within the industry, there is not a single authoritative source taking a holistic approach to data center designs and moving the data center as a whole forward,” said Jim Pappas, a director of The Green Grid and director of initiative marketing in Intel's Server Platforms Group. “With the Data Center 2.0 initiative, The Green Grid will spearhead the effort to create an industry accepted design guide to optimize data center efficiency.”

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### **New Educational Tools**

The Green Grid will also launch to its members “The Green Grid Academy,” a set of readily-available training materials that can help end-users better understand how to deploy industry-standard metrics and measurements into their specific facilities. This content is expected to be released publicly during the first half of 2009.

The Green Grid has also redesigned its [Web site](#), making it more user-friendly, more interactive, and provides easier-to-find content. The new site includes an informational [micro-site](#) co-developed with the U.S. Department of Energy's Save Energy Now program to help data center managers initiate and implement an energy management program.

### **New White Papers Available to the Public**

The Green Grid also today will announce the release of several new white papers for public consumption:

**PUE Scalability** – This white paper explains how to use data collected from energy consumption to produce both statistical analyses, and introduces a new metric called PUE Scalability to better assess how well a facility's total power consumption scales with changes in IT power consumption.

**Proxies for Estimating Data Center Productivity** –This paper outlines eight possible methods for measurement of useful work in the data center, and the public will have the opportunity to offer feedback on which specific method they prefer

**Using Virtualization To Improve Data Center Efficiency** -- This paper outlines some of the advantages, considerations, processes, and implementation strategies needed to reduce server power consumption in a data center using virtualization techniques.

All white papers from The Green Grid can be found at <http://www.thegreengrid.org/library-and-tools.aspx>.

For more information on The 2<sup>nd</sup> Annual Green Grid Technical Forum, please visit <http://www.thegreengrid.org/events/tech-forum>.

### **About The Green Grid**

The Green Grid is a global consortium of companies dedicated to advancing energy efficiency in data centers and computing ecosystems. The Green Grid does not endorse any vendor-specific products or solutions, and will seek to provide industry-wide recommendations on best practices, metrics and technologies that will improve overall data center energy efficiencies. Membership is open to companies interested in data center operational efficiency at the Contributing or General Member level. General members attend and participate in general meetings of The Green Grid, review proposals for specifications and have access to specifications for test suites and design guidelines and IP licensing. Additional benefits for contributor members include participation and voting rights in committees and working groups. Additional information is available at [www.thegreengrid.org](http://www.thegreengrid.org).

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