

## THE 2011 ANNUAL GREEN GRID DATA CENTER AWARD UNDER WAY IN JAPAN

*The Award Encourages Efforts to Improve Data Center Energy Efficiency Immediately, Helping to Overcome Possible Power Shortages This Summer*

**Tokyo — June 9, 2011 —** The Green Grid Association, the IT industry's leading voice for advancing resource efficiency in data centers and business computing ecosystems, today announced, in association with DatacenterDynamics, the 2011 version of the Improved Data Center Energy Efficiency Award, which recognizes businesses and organizations demonstrating a commitment to improving the energy efficiency of their data centers.

First presented in 2010, the Award encourages businesses and organizations in Japan to measure and improve data center energy efficiency. As more industries look to data centers to help accelerate their economic growth, it is essential that all operators, both big and small, manage their resources effectively. Moreover, in preparation for possible power shortages this summer in the aftermath of the earthquake and tsunami, the need for improved data-center energy efficiency has become even greater. With this pressing situation in mind, it is hoped that the Award will encourage operators to further improve data center efficiency immediately.

"Data centers, which already are an indispensable part of the 'brain' behind business, infrastructure and everyday life, will gain further importance in the coming future," said Eiji Taguchi, Chairman of Japan Technical Work Group, The Green Grid. "In the aftermath of the earthquake and tsunami, however, it is even more urgent that operators exert all possible efforts to save energy through improved energy efficiency for their sustainable growth. Through the Award, The Green Grid intends to help the ICT industry evolve in ways that benefit the entire industry."

To be eligible for the Award, a businesses or organization must have owned and operated a data center facility in Japan prior to December 1, 2010. 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) and Data Center infrastructure Efficiency (DCiE).

Organizations and businesses are welcome to submit applications at the Award website ([www.thegreengrid.org/japanaward](http://www.thegreengrid.org/japanaward)) beginning June 13.

The seven-member Award committee is composed of representatives from The Green Grid and DatacenterDynamics, Green Grid liaison organizations Green IT Promotion Council (GIPC), Japan Data Center Council (JDCC), ASP-SaaS-Cloud Consortium (ASPIC), and the publications ITmedia Enterprise and ITPro. The committee will present one Grand Prix Award, one Outstanding Performance Award, and one Special Award. An official announcement will be made in October.

### **About The Green Grid**

The Green Grid is a global consortium of companies, government agencies and educational institutions dedicated to resource 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 efficiency. 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).

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