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Brandon.Brunson@porternovelli.com**THE GREEN GRID INTRODUCES DATA CENTER SUSTAINABILITY METRICS**

New Metrics Help Determine Effectiveness of Carbon, Water Use in Data Centers; Industry Dialog to Continue at Annual Technical Forum in March 2011

Portland, OR – December 2, 2010 – [The Green Grid](#), the IT industry's leading voice for advancing energy efficiency in data centers and business computing ecosystems, today announced the creation of two new metrics designed to help improve the sustainability of data center facilities by measuring the effectiveness of carbon and water use tied specifically to the IT energy infrastructure they contain.

The new metrics, called Carbon Usage Effectiveness (CUE) and the upcoming Water Usage Effectiveness (WUE), are joining The Green Grid's widely-used Power Usage Effectiveness (PUE) metric. All are designed to help IT, facilities, and sustainability organizations across the globe optimize their data centers.

[PUE](#) helps managers determine the efficiency of the IT gear in their data centers by comparing the total amount of energy consumed by the data center facility to the total amount of energy consumed by the IT equipment inside it. PUE was [recently established by a cross-industry data center metric task force](#) as the recommended metric for determining energy efficiency in dedicated data center facilities.

CUE will help managers determine the amount of greenhouse gas emissions generated in delivering work from the IT gear in a data center facility. Similarly, WUE will help managers determine the amount of water used by the facility, and the amount used to deliver work from IT operations.

A white paper outlining the new CUE metric, including methods for calculating it, can be found on The Green Grid's [Web site](#). Materials related to WUE will be made available in the first quarter of 2011.

"Our members firmly believe that decision-makers need the right tools to design, build, and operate their data centers in a sustainable way as they plan for increased computing, networking, and storage demands," said Jack Pouchet, Emerson Network Power representative and Board Member of The Green Grid. "CUE and WUE metrics are significant steps forward in helping data center operators measure the effectiveness of carbon and water use by their data centers. Using a sound set of metrics like PUE, CUE, and WUE will lead to better managing of natural resources, and can potentially reduce consumption."

PUE, CUE and WUE will be discussed at length at [The Green Grid's Technical Forum 2011](#) in March, and interested organizations can become active in The Green Grid by [becoming members](#). The Green Grid welcomes active participation from the organization's members and the industry at large on these topics, consistent with its efforts to encourage worldwide industry collaboration on strategic and tactical projects to improve data center efficiency.

Registration Opens for The Green Grid Technical Forum 2011

[Registration to The Green Grid Technical Forum 2011](#) opens to members and non-members today, and the event will be held on March 1-2 in Santa Clara, CA. Attendance is open to members of The Green Grid on March 1, and then opens to the public and the media on March 2. Topics will include technical content and training in the areas of energy efficiency and sustainability, including PUE, CUE and WUE metrics.

“The outstanding content we’ve developed for this year’s technical forum will speak to a broad range of participants, particularly those with responsibilities related to IT, corporate sustainability, and business operations,” said Larry Vertal, executive director of The Green Grid. “The Green Grid’s annual technical forum continues to be a leading global venue for organizations to find practical and relevant information to improve their operations and bottom line.”

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.

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