

CASE STUDY

Individual Member Seizes Opportunity to Influence the ICT Industry

Phil Isaak, founder of Isaak Technologies Inc. and an Individual member of The Green Grid, values his membership because it provides tangible benefits to his business – an independent consultancy that conducts training for data center designers and operators.

Broader Industry Awareness

Phil Isaak first became familiar with The Green Grid in 2007 upon the release of the standard-setting Power Usage Effectiveness (PUE) metric. He observed the interest around PUE and the traction it secured throughout the information and communications technology (ICT) industry. From that point on, he noted how The Green Grid continued to identify market needs and develop metrics and tools to drive greater energy efficiency. Once The Green Grid introduced Individual memberships, which are designed specifically for small consultancies like Phil's, he took advantage of the opportunity to join.

“An Individual membership allows me to be part of The Green Grid and gain first-hand involvement in its industry-shifting work. Despite being an independent consultant, I am able to work directly with my peers at much larger organizations to influence the metrics and other initiatives that affect the entire ICT industry.”

Expanding Influence

As the owner of an independent consultancy, Phil is always working to stay abreast of the latest trends in the ICT industry, and he points to The Green Grid as the ideal forum for achieving this goal.

For instance, The Green Grid's recently released IT thermal resiliency metric, a key part of the Performance Indicator, has provided a cutting-edge way to measure and quantify cooling capacity in the data center.

“The Green Grid's metrics deliver a tremendous amount of value by giving organizations criteria that prevent, for example, the tendency to over-design mechanical systems in data centers that might otherwise encourage operations at only super-cool temperatures. The Green Grid gives documentation and provides a quantitative approach to something that people in the ICT industry are keenly focused on right now.”

Fast Facts:

- As the owner of an independent consulting business, Phil Isaak had long been familiar with The Green Grid and its impact dating back to the introduction of PUE.
- When The Green Grid introduced an Individual membership, Phil jumped at the chance to join The Green Grid and directly influence industry-changing metrics and initiatives.
- Phil points to The Green Grid's recent IT thermal resiliency metric, a key part of the Performance Indicator, as an example of the organization's ability to continue to deliver solutions that help the ICT industry achieve energy efficiency.

Direct Benefits to His Business

Part of The Green Grid's success in remaining relevant stems from its laser-like focus on a question that Phil hears in various discussions: "Where can we derive the most ROI for energy efficiency?"

"I recently saw a client in a data center that had 60 cabinets. The company's IT groups kept saying that a de-commissioning was coming up, but in the meantime everything had to continue functioning. I later learned that the IT group responsible for the de-commissioning had failed to move proactively. The equipment had been running unnecessarily for one whole year! So much energy wasted and such an expense to the business – which shows the critical need for IT to de-commission more aggressively and utilize resources better. The new IT metrics from The Green Grid will help immensely in this regard."

The Green Grid membership is made up of ICT industry end-users, policymakers, technology providers, facility architects, and utility companies who work to improve IT and data center resource efficiency around the world. With an Individual membership, independent consultants, analysts, and professionals who are passionate about IT resource efficiency can join their peers from larger organizations in the industry's response to ever-changing standards, technologies, and environments. As their organizations grow, Individual members can upgrade to General (or higher) memberships to extend benefits to their teams and expand their role in The Green Grid.

[Learn more about The Green Grid and the value it delivers to all of its members.](#)



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