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## **AOL Money News (money.aol.com)**

### **Aperture Joins the Green Grid to Help Improve Energy Efficiency of Data Centers**

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Aperture, the leading global provider of software for managing the physical infrastructure of data centers, has joined the The Green Grid consortium to help improve the overall efficiency of data centers.

The Green Grid is comprised of IT suppliers, consulting organizations and end user companies with the common goal to improve power efficiency in data centers and the overall computing ecosystem. The Green Grid is developing platform-neutral standards and methods to define and measure energy consumption. It is also working to develop and communicate new technologies that improve energy efficiency.

Aperture VISTA provides data center managers with the information they need to increase operational, cost and energy efficiency. This includes information on power consumption, cooling requirements, space utilization and other key metrics on physical resources. Aperture's VISTA Capacity Management solution, available June 2007, tracks the historical use and availability of all these resources and forecasts future use to enable data center management to predict when key resources will run out. As well as ensuring that organizations can see how energy efficient their data center is, Aperture VISTA provides a means to optimize energy use and to minimize the risks associated with outages or service disruptions.

Bill Clifford, chairman and CEO of Aperture Technologies, said: "Data centers have become vital to organizations across the globe and many operational and financial managers have recognized that improving energy efficiency can generate significant cost savings. Now these organizations are questioning the environmental impact of their operations, too." Clifford also stated, "It is estimated that data centers can be held accountable for almost 2 percent of the total electricity consumed across America: lowering consumption in the data center is an obvious place to make environmental and cost savings."

Clifford continued, "Furthermore, the data center is a relatively closed environment, which makes it easier to optimize than other parts of the business, and with the increasing density of equipment cooling strategies can have a large impact on energy efficiency. To optimize energy use, companies need accurate information on the energy consumed and heat generated by each piece of equipment."