

Publication: Data Centre Management
Date: May/June 2008
Circulation: 6000
Frequency: Bi-monthly
Website: www.datacentremangement.com

DATAcentreMANAGEMENT

Green initiatives gain traction

A survey by the Aperture Research Institute (ARI) of more than 100 data centre professionals has shown that green initiatives are gaining traction in the data centre, but data centre management does not trust the environmental claims that vendors attach to products and services.

Although 70% of organisations are adopting green initiatives, the Aperture Research Institute study found two alarming gaps: 19% of those with a green initiative admitted it did not include the data centre, and 13% of those with an initiative did not know whether

it did. Since the ARI was interviewing those with responsibility for planning and managing data centres, the green initiative would be unlikely to have any effect in a data centre where management does not understand the initiative's implications.

Numerous opportunities were suggested for cutting energy use in the data centre, with 44% naming cooling and 24% naming power efficiency. 27% proposed virtualisation or consolidation as a strategy, but only one person suggested powering off unused CPUs. The minority of managers appear willing to adopt strate-

gies that will help them to use existing assets more effectively. Most are calling for more energy efficient equipment to be invented, bought by their organisations and then installed in their data centres.

Despite that, data centre management is unconvinced by vendors' claims to be marketing more environmentally friendly equipment. 26% dismissed such claims as hype, and 42% said they had no way to validate the claims. It seems that even those organisations that are committed to reducing their environmental footprint do not trust vendors to help them do so.