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## DATAcentreMANAGEMENT

# Green dreams

**A survey by the Aperture Research Institute (ARI) of more than 100 data centre professionals has shown that organisations are unable or unwilling to meet the expectations set by their adoption of green initiatives for the data centre. This follows an earlier ARI report published in March 2008, which discovered that 70% of organisations are adopting green initiatives, although 19% of those had omitted the data centre from that programme.**

In the latest ARI study, 74% of those surveyed refused to activate power saving features on devices if it would require a drop in performance. While 37% are concerned that the power/performance ratio doesn't add up, 15% worry that they have no way to track whether the power saving setting is on or off. Nearly half (48%) of those surveyed blame the business for not using power saving features, saying that users wouldn't tolerate a drop in performance in the interests of saving power.

When it comes to procure-

ment, energy efficiency and ease of disposal are the lowest priorities, rated as less significant than brand and price. 37% of data centres have no plans to measure energy efficiency, and 76% do not charge the business for the power used by the IT commissions. One reason for that is a lack of infrastructure for measuring power consumption. Steve Yellen, principal of the Aperture Research Institute, said: "Although many organisations have made a commitment to cutting their environmental impact, when it comes to the data centre, most lack the tools and processes they need if they are to deliver on that promise. The number one cause of increasing power consumption is an increase in demand for IT services, so business managers must be made accountable for the energy their applications consume. Only 24% of organisations we surveyed said the IT department charges the business for energy use. They simply don't have the technology to be able to implement the management processes they need."