

## Data Centers are Adopting Green Initiatives

July 15, 2008

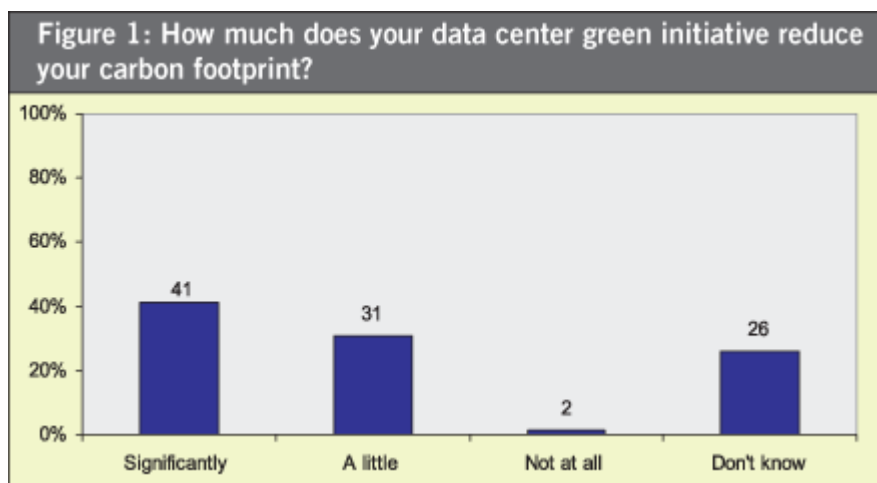
By: editorial staff

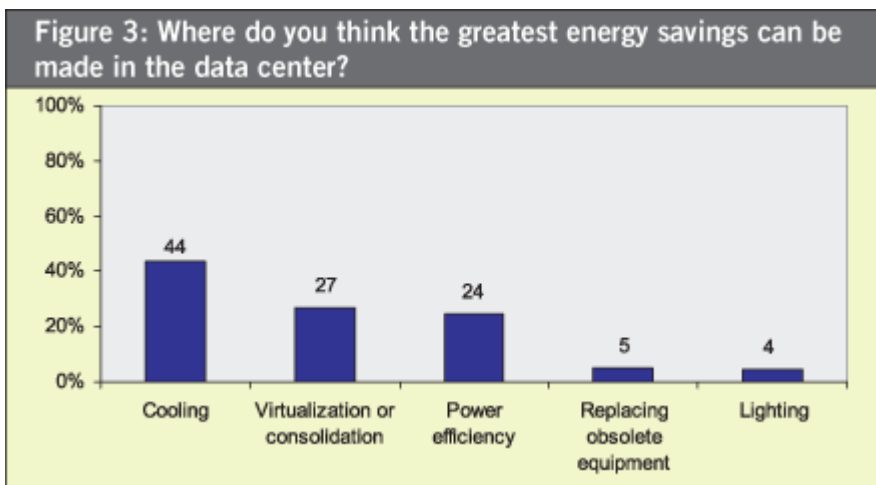
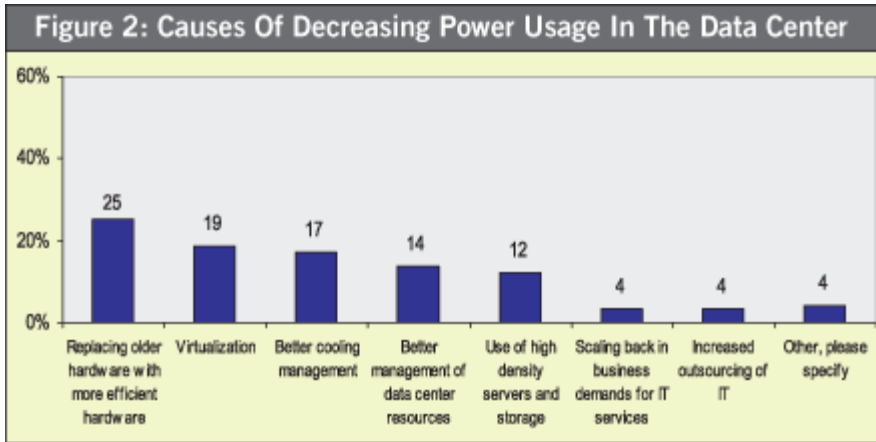
An Aperture Research Institute (ARI) survey shows that although 70 percent of organizations are adopting a green initiative, 19 percent admit the data center has been overlooked, and 13 percent don't know how the data center is affected by the policy. Such a policy is unlikely to effect any change on the data center, despite the importance of cutting electricity bills at a time when two-thirds of data centers are experiencing a rise in power usage.

On a practical level, data center management has identified many opportunities to cut energy use, but only 27 percent of those surveyed were looking to use virtualization or consolidation to more fully exploit existing resources. Most were hoping to buy more energy-efficient equipment, and dumping old equipment clearly carries an environmental cost of its own.

While vendors are increasingly using green marketing to sell, data center management is yet to be persuaded that vendors' claims are genuine. Forty-two percent complained that they have no way to validate the claims, and 26 percent dismissed them outright as hype.

The results are based on a detailed survey of more than 100 data center professionals across a range of sectors including the healthcare, banking and insurance, retail, telecommunications, government and pharmaceutical industries.





For more information, visit <http://www.apertureresearchinstitute.org/>.