

FINAL

Data centers are adopting green initiatives but are wary of vendors' marketing messages, says new ARI survey

Survey shows that while organizations are adopting initiatives to cut their environmental impact, few trust the claims vendors make about 'greener' equipment

Stamford, CT – March 11, 2008 – A survey by the Aperture Research Institute (ARI) of more than 100 data center professionals has shown that green initiatives are gaining traction in the data center, but data center management does not trust the environmental claims that vendors attach to products and services.

Although 70% of organizations 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 center, 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 centers, the green initiative would be unlikely to have any effect in a data center where management does not understand the initiative's implications.

Numerous opportunities were suggested for cutting energy use in the data center, with 44% naming cooling and 24% naming power efficiency. 27% proposed virtualization or consolidation as a strategy, but only one person suggested powering off unused CPUs. The minority of managers appear willing to adopt strategies that will help them to use existing assets more effectively. Most are calling for more energy efficient equipment to be invented, bought by their organizations and then installed in their data centers.

Despite that, data center 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 organizations that are committed to reducing their environmental footprint do not trust vendors to help them do so.

Steve Yellen, Principal of the Aperture Research Institute, said: “Some commentators have suggested that the IT industry is responsible for more carbon emissions than aviation, and it is time for the IT industry to start taking its responsibilities seriously. Our study found that 70% of organizations are adopting a green initiative, but some have left alarming gaps as far as the data center is concerned. There’s also a lack of trust between vendors and the data centers they supply. Managers recognize the positive contribution that more-energy-efficient equipment can make, but they are quick to dismiss vendors’ green claims as hype or impossible to verify.”

Yellen concluded: “This ARI survey investigates managers’ attitudes towards the so-called ‘green data center’. In the next research note, we will investigate whether the actions of data center management reflect their stated aims.”

The Aperture Research Institute is the first organization dedicated to researching data centers, their challenges, and best practice management. It was established by Aperture Technologies Inc., the leading global provider of software for managing the physical infrastructure of data centers.

The Aperture Research Institute’s latest research note, entitled ‘Data Centers are Adopting Green Initiatives but are Wary of Vendors’ Marketing Messages’, is available for free download at http://www.aperture.com/about/research_institute/ari_data_centers_green_attitudes_110308.pdf

About The Aperture Research Institute™

The Aperture Research Institute has been established to share expertise and market intelligence about data centers and how they are managed. The Aperture Research Institute is a wholly owned subsidiary of Aperture Technologies.

About Aperture

Aperture is the leading global provider of software for managing the physical infrastructure of data centers. Aperture’s solutions reduce operational risk and improve efficiency through the planning and management of data center resources and real-time monitoring of the environment. Aperture delivers the best practice processes that enable organizations to take control of an increasingly complex physical infrastructure including equipment, space, power, cooling, network and storage.

With over 20 years of experience, Aperture provides organizations with the information required to optimize their data center operations, delivering better services at the lowest cost. Aperture’s customers include the world’s largest companies, half of which are Fortune 1000 and Global 500 organizations.



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