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Enablers for a Green Data Center

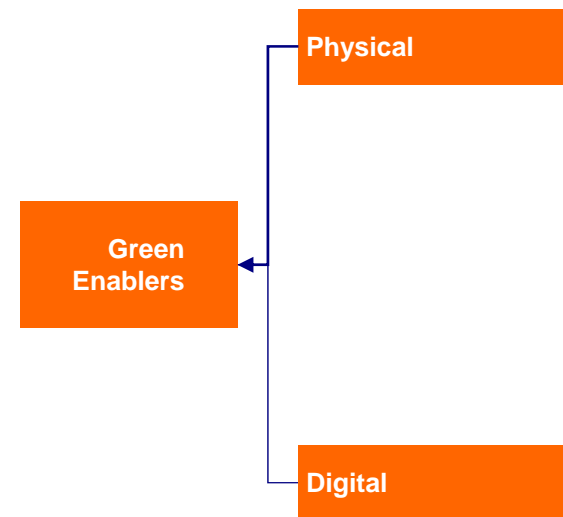
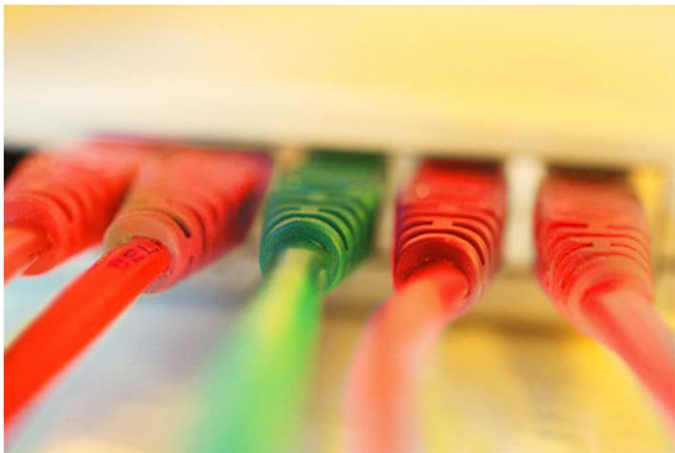
2010 Advanced Energy Conference

November 9, 2010

Introduction



Managing the green agenda within the data center is a continual activity to ensure that the carbon footprint is kept to a minimum. Beyond the reduction in unavoidable emissions delivered by consolidation programs, other data center related enablers should be explored.

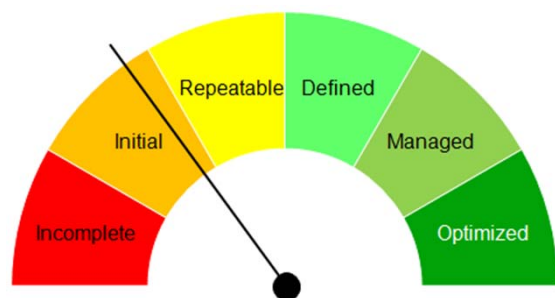


Sustainable practices are the ways an organization creates value for its constituents and society by reducing negative impacts and enhancing positive impacts on environmental [planet], social [people], and economic [profit] issues.

A Strategy for an Energy Efficient IT Organization



Accenture has highlighted five key areas where IT can have the most rapid and demonstrable impact on energy consumption.



Test drive the Green Maturity Model
at accenture.com/gmm

Procurement

The processes by which an organization purchases equipment, supplies and services

Corporate Citizenship

The way the IT organization interacts with the local, regional and global community

Office Environment and Equipment

End user compute devices including desktops, laptops, printers and mobile devices



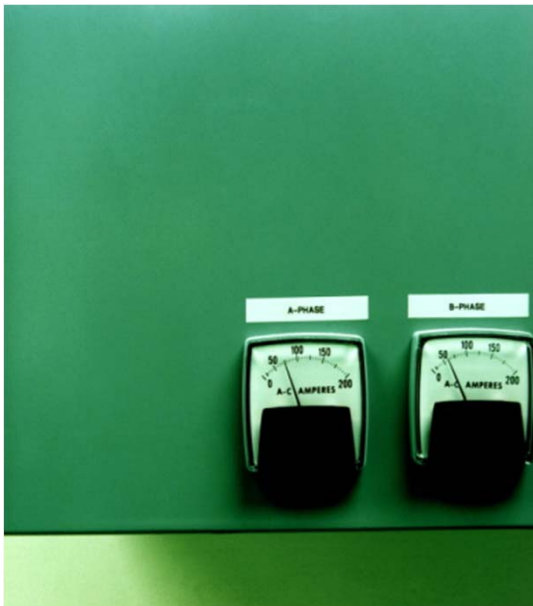
End User Working Practices

Concerned with the way an organization's IT is run including locations, process and structure

Data Center

An organization's shared computing capabilities including servers, storage and network

Physical and Digital Enablers



Green
Enablers

Physical

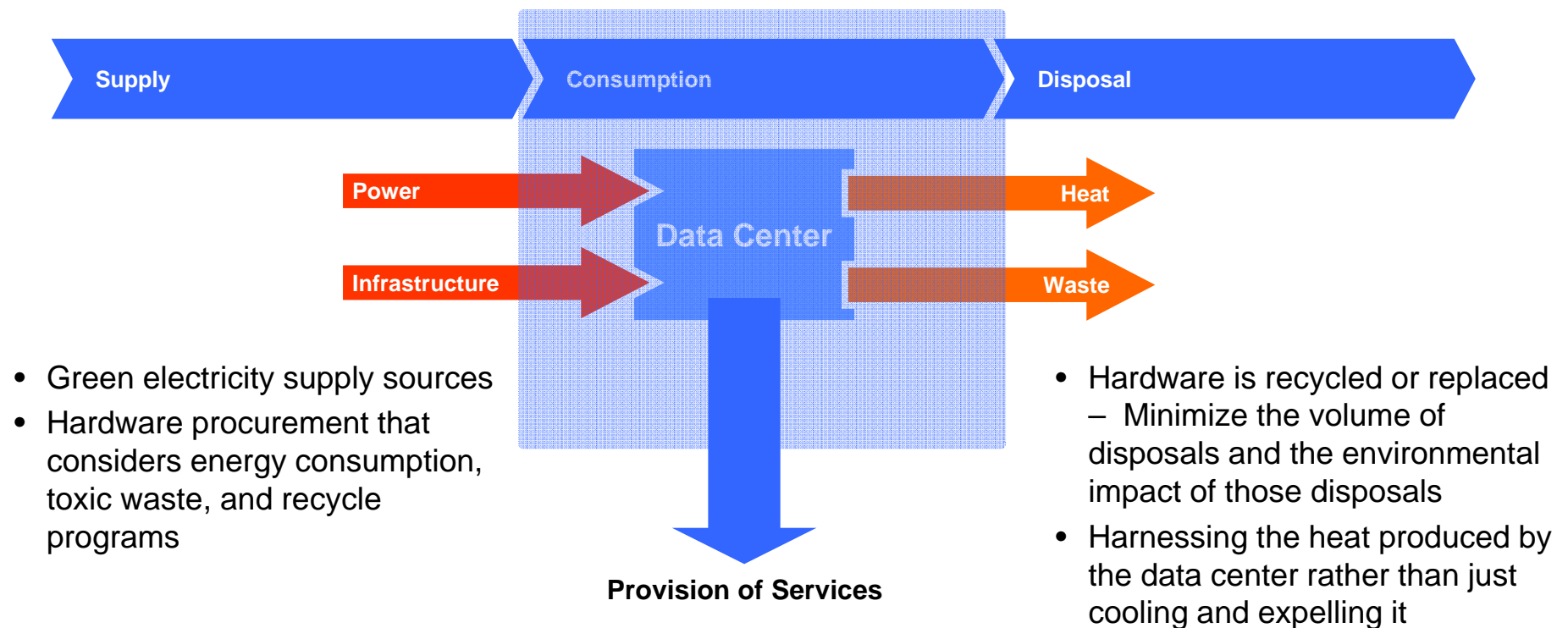
Digital

- Energy Source
 - Data Center Location
 - Building Materials
 - Free Cooling
 - Lighting
 - Hot Air Containment
 - UPS
 - Optimal Voltage Input
 - Optimal Temperature & Relative Humidity
 - Floor Layout
-
- Energy Efficient Hardware
 - Consolidation
 - Virtualization
 - Orchestration
 - Non-Production Environment Management
 - Compute Models
 - Smart Redundancy
 - Utility Use Model

Intelligent Refresh



The objective is to consume the supplied power and technical infrastructure in the most optimal way while meeting the business demands.



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