Different Actors in the Green Data Center Market

Governments – Setting regulations

...Agree on PUE as the common standard for data centre efficiency

Consortiums – Setting standards

Companies – Leading green technologies

30,000 Sq.ft Data Centres that previously (2003) cost $20 million may now cost $200 million

Drivers for the Green Data Centre

Regulatory, Compliance, Environmental concerns

Challenging Business Environment, Cost Optimization

Virtualization, Power, Cooling Space

Competitive Advantage

Convergence of business performance and sustainability management capabilities

Higher level of sophistication from level 1

Additional tracking of Water, Water and Carbon Impact

Integrated Model and Reporting

S/W

H/W

Monitoring, Analyzing and Reporting Energy Consumption

Analyze and Report

Govern and Act

Anticipate and Align

Edan Bin-Nun, MA Shu, Shylesh Muralidharan