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**SURVEY: ENERGY EFFICIENCY A KEY CONCERN BUT STEPS NOT YET BEING TAKEN
ENABLE ENERGY EFFICIENCY WITH THE DATA CENTER IN A RACK**



EDITOR'S NOTE

Many businesses have at least begun to take stabs at the cooling and heating problems in their data centers, even if only in the planning stage. But few are looking holistically at the data center's entire sphere of operation to reduce the impact on the environment and the use of natural resources.

Remarkably, this has been strongly evident in our pre-event survey, which received feedback from organizations about concerns for managing data center energy costs, fueled by the lack of cohesive knowledge on how to solve it.

This edition shares the results of the pre-event Energy Logic Symposium survey submitted by data center/ IT managers and consulting engineers around Asia Pacific.

Best Regards,



Toni Mercado
Editor

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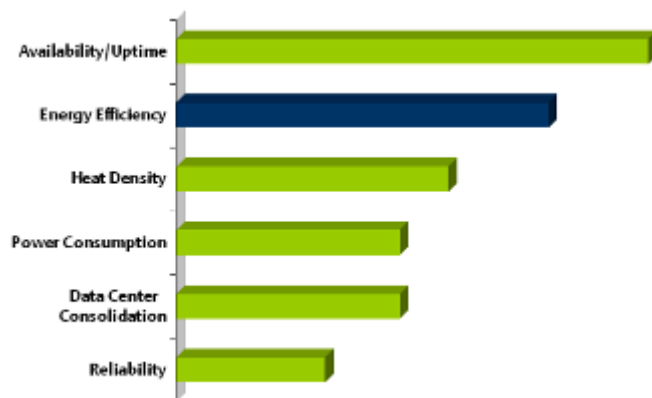
Held in 15 cities across Asia!

SURVEY: ENERGY EFFICIENCY A KEY CONCERN

Emerson Network Power has just concluded its Southeast and North Asian leg of the Energy Logic symposium series and through the pre-event survey deployed during the series it has been found that the top three major concerns for data center managers from several countries (Australia, India, North/ Southeast Asia) are **Availability/Uptime**, **Energy Efficiency** and **Heat Density**.



The survey reveals that although energy efficiency is a key concern, most data center managers have not yet taken steps to address the issue. Of the surveyed data center managers, 46 percent revealed their concern but have not implemented a strategy to manage energy costs; 15 percent don't know how to tackle the situation; and only 13 percent have started deploying highly energy-efficient equipment.



Most data center managers/users believe that use of highly efficient power and cooling equipment have huge impact in reducing energy consumption among other strategies.

As to key drivers to energy efficiency, the pre-event survey indicates that energy efficiency is mainly driven by corporate directives; the desire to get more capacity out of the current IT infrastructure; and rising energy cost.

ABOUT ENERGY LOGIC SYMPOSIUM:

Emerson Network Power's 4th series of symposium events – The Energy Logic Symposium Series: Enabling Energy Efficient IT Infrastructure is expected to reach more than 5,000 IT&T professional around Asia Pacific, the series will cover 15 key cities, including Saigon, Singapore, Bangkok, Jakarta, Kuala Lumpur, Taipei, Seoul, Manila, Bangalore and Sydney.

Learn more about the Energy Logic approach at Emerson Network Power's 4th symposium series – **The Energy Logic Symposium: Enabling Energy Efficient IT Infrastructure.**

REGISTER NOW for Brisbane, Sydney and Melbourne!



GROWTH DRIVERS

⌘ An IDC study estimates that for every \$1.00 spent on new data center hardware, an additional \$0.50 is spent on power and cooling, more than double the amount of five years ago.

⌘ According to Gartner, 70 percent of CIO's are reporting that power and/or cooling issues are now their single largest problem in the data center. Gartner estimates that 50 percent of data centers in 2008 will have insufficient power and cooling capacity to meet demand with 48 percent of the data center budget being spent on energy, up from 8 percent a few years ago.

⌘ According to Framingham, Mass.-based market research company IDC, the amount of money that users will spend worldwide on power and cooling servers will almost double from US\$26 billion last year to more than US\$44 billion by 2010.

QUICK GUIDE TO ENERGY LOGIC



Quick Guide to Energy Logic

The model demonstrates that reductions in energy consumption at the IT equipment level have the greatest impact on overall consumption because they cascade across all supporting systems.

[Download Quick Guide](#)

Energy Logic Presentation

Attendees of Energy Logic Symposium can request for presentation materials on this link.

[Click here to submit request for presentations](#)

WHITE PAPERS



Energy Logic: Reducing Data Center Energy Consumption by Creating Savings that Cascade Across Systems

The model demonstrates that reductions in energy consumption at the IT equipment level have the greatest impact on overall consumption because they cascade across all supporting systems.

[Download this white paper](#)

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