



NETWORK NEWS

Get ready for your changing network

Monthly mailer from Emerson Network Power

March 2008



In this edition, we empower you to be on top of your Energy Efficiency strategies by inviting you to attend our Energy Logic Symposium. This event is in partnership with leading industry players that play a major role in the Energy Logic approach. Learn from them as well as from our customers and Emerson experts as they share insights on how to optimize the benefits of this approach. This will be exciting and fruitful for you so [register NOW!](#)

Best Regards,

Toni Mercado
Editor

Network News is a free, monthly e-newsletter of Emerson Network Power for IT Managers and Consulting Engineers (Asia Pacific).

Subscription: marketing@emerson.com



WHO SHOULD ATTEND?

Business Decision-Makers:
Managing Directors, IT Purchasing Managers, CEOs, Business Chiefs and Senior Executives



Reduce energy consumption by up to 50% by using the Energy Logic approach

Is your data center's growing power requirement challenging you to consider a more energy efficient approach?

Puzzled over how every vendor is giving you different and conflicting advice to deliver quantified results?

At the same time, are the pressures to increase space utilisation causing headaches?

Now there is a vendor neutral and logical approach to help overcome energy and utilisation problems.

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

Held in 19 cities across Asia!



Technical Decision-Makers:
CIOs, CTOs, MIS Managers, Network Managers, Consulting Engineers

Lines of Business Executives:
VP Sales & Distribution, VP Marketing, VP Administration



⌘ A study conducted by Stanford Univ. professor Jonathan Koomey, Ph.D., the current growth in server energy consumptions levels will require additional capacity of equal to more than 101,000MW power plants by 2010.

⌘ Gartner Senior Analyst, Phil Sargent pointed out increasing densities and shrinking technology is causing grief with IT managers trying to cap power use in their data centers - Computerworld Australia, May 9, 2007, "Gartner Says Virtualization Too Expensive"

⌘ Server electricity use in the Asia Pacific region (excluding Japan) grew 23% a year from 2000 to 2005, significantly higher than the world average of 16% annual growth, says the report written by Jonathan Koomey, a project scientist at US-based Lawrence Berkeley National Laboratory and consulting professor at Stanford University. Research sponsored by AMD.

REGISTER NOW!



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: 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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