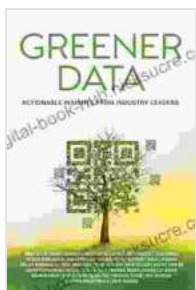


Greener Data: Actionable Insights From Industry Leaders

The demand for data is growing exponentially, and with it, the environmental impact of data centers. According to the U.S. Department of Energy, data centers consume about 2% of the world's electricity, and that number is expected to grow to 3% by 2020.



Greener Data: Actionable Insights from Industry

Leaders by Jaymie Scotto and Associates (JSA)

★★★★☆ 4.9 out of 5

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This is a significant concern, as data centers are a major source of greenhouse gases. In fact, the data center industry is responsible for about 0.3% of global carbon emissions, which is comparable to the emissions of the aviation industry.

The good news is that there are a number of things that can be done to make data centers greener. Industry leaders are already taking steps to

reduce their environmental impact, and they are sharing their insights with the rest of the industry.

Here are some of the actionable insights from industry leaders on how to make your data center greener:

1. Use renewable energy sources

One of the most effective ways to reduce the environmental impact of your data center is to use renewable energy sources, such as solar and wind power. Many data center operators are already using renewable energy to power their facilities, and the trend is only expected to continue in the years to come.

For example, Google has pledged to power all of its data centers with renewable energy by 2030. Amazon Web Services (AWS) has also made a commitment to using 100% renewable energy by 2025.

There are a number of benefits to using renewable energy sources for data centers. First, it can help to reduce your operating costs. Second, it can help to reduce your carbon footprint. Third, it can help to improve your public image.

2. Improve energy efficiency

Another way to make your data center greener is to improve energy efficiency. There are a number of ways to do this, such as:

- Using energy-efficient servers
- Virtualizing servers

- Using power management software
- Improving cooling efficiency

By implementing these measures, you can significantly reduce the energy consumption of your data center.

For example, Microsoft has been able to reduce the energy consumption of its data centers by 25% by using energy-efficient servers and virtualization.

3. Use water-efficient cooling systems

Data centers use a lot of water for cooling. In fact, water consumption is one of the biggest environmental concerns associated with data centers.

There are a number of ways to reduce water consumption in data centers, such as:

- Using air-cooled servers
- Using evaporative cooling systems
- Using water-efficient cooling towers

By implementing these measures, you can significantly reduce the water consumption of your data center.

For example, Facebook has been able to reduce the water consumption of its data centers by 90% by using air-cooled servers and evaporative cooling systems.

4. Recycle and reuse equipment

Data center equipment has a limited lifespan. When it reaches the end of its useful life, it is important to recycle or reuse it.

There are a number of companies that specialize in recycling data center equipment. These companies can help you to dispose of your old equipment in a responsible manner.

You can also reuse old data center equipment by donating it to schools or other organizations. This is a great way to give back to your community and reduce waste.

5. Get certified

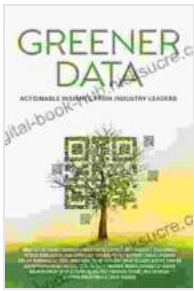
There are a number of certification programs that can help you to demonstrate the green credentials of your data center.

These programs can help you to:

- Measure and track your environmental impact
- Identify areas for improvement
- Demonstrate your commitment to sustainability

There are a number of different certification programs available, so you can choose the one that is right for your organization.

For example, the Green Grid is a global consortium that has developed a number of certification programs for data centers. These programs include the Data Center Energy Productivity (DCE

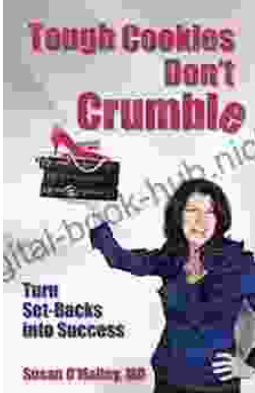


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