

# Energy Efficiency Roadmap

for Data Centre Design & Operations

## Industry Seminar, September 23rd Schiphol-Rijk, Amsterdam

### A unique chance to see the bigger picture

Energy Efficiency Roadmap, hosted by Interxion and Schneider Electric, will be the first ever seminar to bring the leading global IT energy efficiency standards organisations under one roof. It will provide a unique opportunity to gather all the information you need to check your current assumptions against current best practice and European trends, and map out your medium-term energy efficiency strategy.

For the first time, The Uptime Institute, The Green Grid, and the EC Joint Research Centre, will share a platform, painting a comprehensive picture of current and upcoming energy efficiency standards, metrics, codes of conduct, incentives, and legislation.

Interxion, Schneider Electric and the Via Verde Management Services, will also provide practical insights and advice in data centre design and operation, R&D, and component design and selection, and tell you what the industry as a whole is really doing to tackle the challenges of energy-efficient IT.

### Your questions answered...

- What are the real industry-wide trends?
- Who is leading, who is following?
- How and when is the legislative landscape changing?
- What impact will Carbon Reduction Commitments have on my business?
- Which components deliver the greatest benefit-to-cost?
- How should I design for maximum efficiency?
- What could the impact be on the bottom line?

### Register at:

[www.interxion.com/efficiency](http://www.interxion.com/efficiency)

### Questions and suggestions email:

[efficiency@interxion.com](mailto:efficiency@interxion.com)

#### Contributors



#### Media Partners



<i>Time</i>	<i>Topic</i>	<i>Speaker</i>
09.30	<p><b>Welcome</b></p> <p>The Green-IT Amsterdam Consortium (<a href="http://www.greenitamsterdam.nl">www.greenitamsterdam.nl</a>) was launched in June 2010 to support the city of Amsterdam in its ambition to reduce CO<sup>2</sup> emissions by 40% by 2025 compared to 1990. Key objectives include:</p> <ul style="list-style-type: none"> <li>- achieve substantial energy savings in the IT sector</li> <li>- stimulate innovative use of IT to reduce CO<sup>2</sup> emissions</li> <li>- create new business opportunities for the Green IT Economy</li> </ul>	<p><b>Jan Willem Tellegen,</b>  <i>Managing Director,  Green-IT Consortium,  Amsterdam Region</i></p>
10.00	<p><b>Setting the scene for 2010</b></p> <p>What will happen to the energy efficiency debate as we come out of the downturn?</p> <ul style="list-style-type: none"> <li>- impacts of the downturn</li> <li>- broader trends</li> <li>- challenges &amp; opportunities</li> </ul>	<p><b>Lawrence (Larry) Vertal</b>  <i>Executive Director, The Green Grid</i></p>
11.00	<p><b>It's in the Design</b></p> <p>10 steps to great data centre design using PUE-based calculations</p> <ul style="list-style-type: none"> <li>- PUE: The Planning Challenge</li> <li>- The ABC of PUE Calculations</li> <li>- 10 Steps to Great Data Centre Design</li> <li>- PUE Calculations with Variables</li> </ul>	<p><b>Lex Coors</b>  <i>VP Data Centre Technology &amp;  Engineering Group, Interxion</i></p>
11.45	<p><b>Energy Efficiency in the Data Centre - Theory &amp; Practice</b></p> <p>Optimising availability whilst minimising energy usage; what companies are really doing, saying and achieving.</p> <ul style="list-style-type: none"> <li>- The landscape for data centre efficiency – what progress is being made?</li> <li>- Most common strategies and their efficacy</li> <li>- Examples of “Best in class” practice from Europe and US</li> <li>- Technology supplier strategies and products</li> </ul>	<p><b>Andy Lawrence</b>  <i>Research Director for Eco-IT,  The 451 Group/Uptime Institute</i></p>
12.30	<b>Lunch</b>	
13.30	<p><b>Policy Landscape</b></p> <p>Timing and effects of possible policies including carbon tariff on in-house and outsourced data centres. How to mitigate risks associated with higher energy prices and the carbon trading system:</p> <ul style="list-style-type: none"> <li>- Overview of the European Voluntary Code of Conduct</li> <li>- Current take-up and analysis</li> <li>- What getting ready means</li> </ul>	<p><b>Paolo Bertoldi</b>  <i>Program Manager, European  Commission DG Joint Research  Centre</i></p>
14.15	<p><b>Solutions for the Crossroads</b></p> <p>Energy Optimisation from Plant to Plug:</p> <ul style="list-style-type: none"> <li>- the energy dilemma and the need for individuals, businesses and government to act now</li> <li>- Intelligent Energy, a new market category enabling architectural integration of key management systems</li> <li>- new and innovative solutions to help enterprises manage their energy and improve energy efficiency</li> </ul>	<p><b>Wim Hendriksen</b>  <i>Country Manager Benelux,  Schneider Electric</i></p>
15.00	<p><b>Mapping the Guidelines</b></p> <p>Topline results of Netherlands-based research into the key features of the various data centre energy efficiency initiatives and how they relate to each other</p> <ul style="list-style-type: none"> <li>- What do they have in common, and how do they differ?</li> <li>- Which is the most useful for the data centre manager?</li> <li>- Where some of the guidelines overlap, might that create common grounds for further cooperation?</li> </ul>	<p><b>Esther Molenwijk</b>  <i>CSR Consultant, ViaVerde  Management Services</i></p>
15.45	<p><b>Panel Debate – choice of topics to be selected by attendees:</b></p> <p>1. <i>What energy source and when?</i> hydro, biomass, nuclear, tidal or geo thermal? The panel will discuss the relative merits of each type of energy source and predict future trends</p> <p>2. <i>One standard to rule them all?</i> Is there a need for an overall data centre standard, which will cover all current initiatives? Is this feasible and who will take the lead? Use (and abuse) of PUE. Should efficiency standards be performance-based or prescriptive</p>	<p><b>All speakers</b>  <i>Moderated by Michael van den  Assem, Managing Director,  Interxion Netherlands</i></p>
16.30	<p><b>Site tour</b></p> <p>Interxion AMS 5 data centre</p>	



**Jan Willem Tellegen**, *Managing Director, Green-IT Consortium, Amsterdam Region*

Jan Willem Tellegen is Managing Director of the recently-launched Green-IT Consortium, Amsterdam Region. The Consortium, whose key objective is to realise substantial energy savings in the IT sector, currently consists of 25 participants cooperating on a range of innovative solutions. Tellegen has many years of experience from his own company Ferendi on issue management and development and support of public-private cooperation networks for innovation in ICT. He was formerly Managing Director of Platform High Performance Computing & Networking and of the Netherlands Bioinformatics Centre, as well as Chairman of the Amsterdam Telematics Council.



**Lawrence Vertal**, *Executive Director, The Green Grid*

Lawrence (Larry) Vertal champions the organisation's mission to advance energy efficiency in data centres and the broader ecosystem of business computing. He drives the development of collaborative, vendor-neutral best-practices, metrics, and specifications by working with the organisation's global membership, alliance organisations, and end-user Advisory Council. Named by InformationWeek magazine as one of the "15 Innovators & Influencers for 2008", Larry brings to the role more than two decades of operational management, strategic relations, corporate governance and marketing experience with technology companies. Previously, he held a variety of positions with AMD, AT&T and NCR. Larry holds a bachelor's degree in Bacteriology with a minor in Philosophy from California State University, Los Angeles, followed by graduate research in Chemistry focused on paramagnetic resonance.



**Lex Coors**, *VP Data Centre Technology & Engineering, Interxion; EMEA Technical Working Group Member, The Green Grid*

Lex has supervised the design, build, and upgrade of over 55,000m<sup>2</sup> of data centre space in 26 locations in 11 countries. A founder member of the Uptime Institute, Lex studied Mechanical Engineering and then Management and Economics in Rotterdam. During his time with Interxion, Lex has pioneered several new approaches to data centre design and management, including the improvement of power ratio efficiency between server load and transformer load, and the industry's first ever modular approach to data centre design.



**Andy Lawrence**, *Research Director for Eco-IT, The 451 Group/ Uptime Institute*

Andy Lawrence and his team focus on how IT can reduce its energy and carbon emissions; how IT can reduce the energy and carbon emissions of business generally; and how IT can be used to measure and monetize carbon and energy reductions. Andy also covers data centre resource and energy efficiency projects at The 451 Group, is programme director for the Uptime Symposium on data centre efficiency and Green Enterprise IT, and is one of The 451 Group's Green Grid representatives. Founder and editor of the Computer Business Review and Information Age magazines before he became an analyst, Andy has since authored several influential and groundbreaking reports on energy efficiency.



**Paolo Bertoldi, Ph.D.**, *Program Manager, European Commission DG Joint Research Centre*

Paolo Bertoldi earned his Doctorate Degree in Electrical Engineering in 1985 at the University of Padova (Italy). He has been working with the European Commission since 1986. Since May 2001, he has been the Principal Administrator at the European Commission Joint Research Centre (Ispra, Italy), in charge of research activities on energy efficiency policy, the efficient use of electricity (ICT, data centres, digital TV) and innovative policy instruments (e.g. white certificates, financing mechanisms, emission trading). He continues to manage the GreenLight, Motor Challenge and Standby Initiative programs.



**Wim Hendriksen**, *Country Manager Benelux, Schneider Electric*

For the past six years, Wim Hendriksen has been Country Manager for the Benelux region for APC. During this time he has built up a wealth of experience in the development energy-efficient solutions for the data centre environment as well as assisting in the design and implementation of practical energy-saving measures which address local issues and trends. Earlier in his career, Wim was APC's Country Manager Belgium & Luxemburg, and Director of Channel Sales for EMEA and Latin America, and worked with a variety of multinationals, including AT&T, Lucent Technologies and Avaya. He holds a Master of Science degree in Telecommunication from the Delft University of Technology.



**Esther Molenwijk**, *CSR Consultant, ViaVerde Management Services*

Esther helps organizations to define and implement their Corporate Social Responsibility policy. In one of her projects, helping a Dutch telecommunications company increase their data centre energy-efficiency, she investigated the usefulness of several guidelines and initiatives, resulting in an article that presented a list of the top 10 recommendations on establishing data centre efficiency. Esther holds a BS in Communications management and an MSc in Comparative Organisation and Labour Studies.



**Michael van den Assem**, *Managing Director, Interxion Netherlands*

Michael has overall responsibility for Interxion's operation in The Netherlands and regularly presents and comments on data centre operations best practice and energy efficiency. With over ten years of experience in the industry, he has exceptional depth of experience and has supervised the design, build and operation of Interxion's six Dutch data centres. Before becoming Managing Director of the Netherlands operation, Michael was responsible for Interxion's International Major Accounts, supporting large corporate clients in their data centre roll-outs across Interxion's 11-country footprint. Michael has an MSc in Public and Private Administration from the Erasmus University in Rotterdam.

# To register now:

Email [efficiency@interxion.com](mailto:efficiency@interxion.com)

Find out more [www.interxion.com/efficiency](http://www.interxion.com/efficiency)

## Who should attend?

Energy Efficiency Roadmap is designed for Directors, Heads of Department and Managers from medium-to-large European IT users who are interested in maximising the financial and operational efficiency of their IT infrastructure. It is of particular interest for

- COOs
- CTOs
- CIOs
- Data Centre Managers
- CSR Managers
- Compliance Managers
- Facility Heads
- Facilities Managers
- IT Managers
- Procurement Managers

## Venue & Accommodation

The event will take place in the conference facilities at Interxion's AMS 5 data centre. Accommodation has been negotiated at a discounted rate with the Radisson Blu Hotel Amsterdam Airport, Schiphol-Rijk, a short walk from the data centre. View location [here](#).

## Transport

AMS 5 is located ten minutes from Schiphol airport. A free shuttle bus runs from the airport to the Radisson Blu Hotel every 30 minutes.

## Registration

There is no fee for attending the seminar. To apply for an invitation please visit [www.interxion.com/efficiency](http://www.interxion.com/efficiency) and complete the form. Applications will be treated on a first come first served basis.

## Future events and enquiries

Depending on levels of interest, further events may be planned across Europe; to register your interest for future events, or if you have any questions about the event, please address them to [efficiency@interxion.com](mailto:efficiency@interxion.com)



## AMS 5 Data Centre Tour

All delegates will have the opportunity to tour Interxion's AMS 5 data centre facility. The data centre is a totally green energy facility—all power comes from renewable sources such as wind, biomass, or hydro generation, and has been designed using Interxion's energy efficient modular architecture, with free cooling and maximum-efficiency components as standard.

### Contributors



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