



# Data Center Certification Track Results

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# Track Definition & Abstract

- Determine the need and potential opportunity for a Data Center Certification program
- The opportunity would be multifold;
  - > Define a set of objectives that can be standardized and that allow the DC owner/operator to validate they are “efficient” or “well managed” Help the end user obtain recognition for building/managing an efficient data center
  - > Drive the adoption of available products and services that have a positive effect on efficiency and cost of ownership

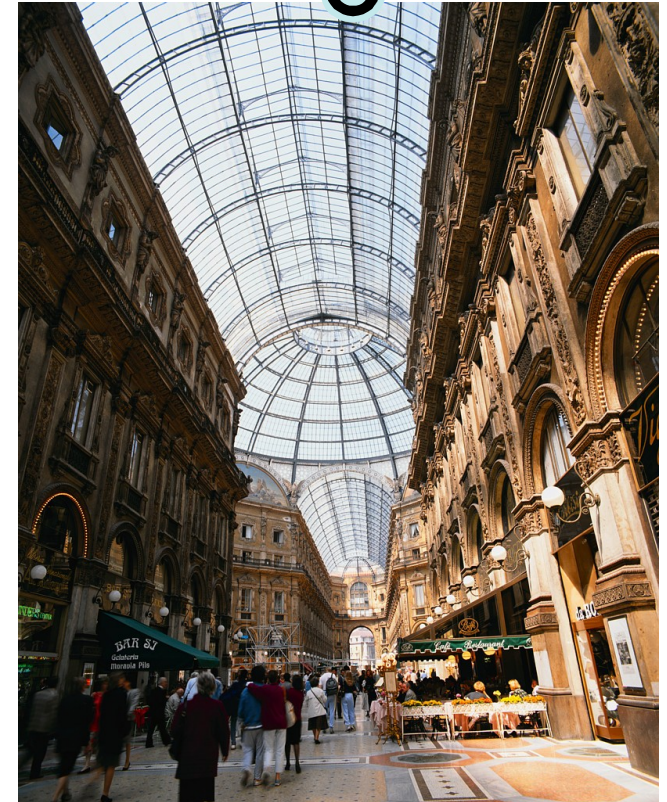
# Breakdown of Discussion

## Hurdles & Difficult Questions

- Multiple folks with efforts in this area, how do we partner or stay relevant
- Defining a clear set of criteria for a moving target
- Whose metrics would we use (GG, Uptime ASHRAE, or all of the above?)
- Or, should we define new ones?



Where do I  
buy a DC  
Certification



# Breakdown of Discussion

## Key areas of concern

- Differing infrastructure requirements for every company
- Maintaining the certification
- Gaining wide acceptance from standards bodies
- Rapid technology change
- No single technology or solution for measuring systems across the entire data center

## Key areas of opportunity

- Work with the DoE to help define the direction of their activity
- Define a set of “Knowledge” criteria that are technology/change focused
- Knowledge of solution opportunities and how they can be used (myth, assumption & risk busting)
- Define a review that “demonstrates” best use of in place technology
- Developing a holistic tool that consolidates the data center view (IT & Facilities)

# Discussion Breakdown

- Why Is This Topic Important? You Tell me!
  - > No really, I want you to go online and tell me why/if it's important and offer suggestions on getting a program started
- We don't have a single place we can go to validate whether our Data Center is efficient or well run
  - > This issue is demonstrated in our slow adoption of new technologies. It's also evident in the fact that after several years of talking "green" many of us still run highly inefficient data centers

# Breakdown of Discussion

## Short Term

- Participate in the Development of a "Certification for the Data Center as a System"
- Continue gathering data/suggestions from DCP membership
- Evaluate available "standards" to determine opportunity for use

## Long Term

- Influence the design of the DoE cert program
- Develop "Staying Current" knowledge framework
- Provide on-going feedback to metrics groups (GG)

DCP Certified Data Center

# Certification - Proposed market for suggested products or services

## Market Opportunity

- Tools that can effectively report on the performance of your data center as a “System”
- There is significant opportunity for developing new solutions and products to support this goal.

*We see this as a tool for helping to self regulate our performance as an industry and to make us more cost effective for our businesses*

# Conclusions & Next Steps

- Developing an industry accepted program for certifying data centers is a must.
- This program must be vendor neutral and relevant to the changing environment in the data center

*We should use this as a driver to push for the rapid adoption of available and proven technologies*

# Future State



# Next Steps

- Obtain additional DCP community input
- Engage the DoE
- Identify Asian and European partners (equiv DoE)
- Identify and engage other potential partners
- Determine an area of opportunity for certification in the data center