



Grow a Greener Data Center

By Douglas Alger

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Grow a Greener Data Center

A guide to building and operating energy-efficient, ecologically sensitive IT and Facilities infrastructure

Conventional Data Centers can have a huge impact upon the environment, using massive amounts of energy and water, emitting pollutants, and discarding huge quantities of machine waste. Their insatiable demand for energy and often inefficient designs make Data Centers expensive to operate and prime targets for future environmental regulation.

Fortunately, it's now possible to design a Data Center that consumes fewer resources, costs less money to run, has a longer usable lifespan, and can even highlight a company's social responsibility. *Grow a Greener Data Center* shows how.

Douglas Alger makes the business case for greening Data Centers and presents technologies, design strategies, and operational approaches to help any company improve the energy efficiency and “eco-friendliness” of their IT hosting environments. He provides multiple strategies for “greening” each phase of a new Data Center project—selecting a site, designing and building the facility, and choosing hardware—as well as tips for retrofitting an existing server environment.

Alger explores IT and facilities technology areas as well as broader green building practices, including building material selection, electrical system design, use of alternative energy, cooling system design, cabling media choices, fire suppression options, water conservation practices, landscaping strategies, recycling programs, e-waste management, and more.

- Explores how to green each phase of your Data Center project including site selection, physical design, construction, and hardware selection
- Offers green strategies for all Data Center technologies including power, cooling, cabling, fire suppression, and virtualization
- Presents IT and facilities design (and retrofitting) strategies that can save hundreds of thousands of dollars per year in energy costs
- Reveals financial incentive programs to help pay for green Data Center

initiatives

- Outlines Data Center efficiency metrics and environmental building assessment systems used worldwide to rate how green a facility is
- Highlights the lessons of dozens of case studies and real-world installations pertaining to energy efficiency, green building projects, and Data Center technologies
- Addresses broader green business practices including proper e-waste disposal, water conservation, and fostering alternative transportation

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Build the Best Data Center Facility for Your Business

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Editorial Review

From the Back Cover

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About the Author

Douglas Alger is the IT Architect for Physical Infrastructure for Cisco. He develops architecture roadmaps, solutions, and policies for the physical infrastructure of the company's Data Centers and other critical facilities around the world.

Doug has more than 20 years of varied professional experience including more than 12 years in Data Center physical design, Data Center operations, IT project management, construction project management, and IT infrastructure management. He has participated in more than 80 major Data Center projects, from all-new construction to substantially retrofitting existing facilities, and is the author of *Build the Best Data Center Facility for Your Business*.

Doug is a popular speaker, with more than 250 corporate customer engagements and dozens of presentations

at various Data Center industry conferences. Prior to joining Cisco, Doug was a writer and editor in the News & Publications office of Syracuse University and, before that, a full-time stringer for the *Los Angeles Times*. He has a bachelor's degree in journalism from San Jose State University.

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William Mayer:

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