DatacenterDynamics Focus magazine launch cover feature asks: Does Google's Power Usage Effectiveness figure stand up?

November 11th 2008, London: DatacenterDynamics Focus Magazine, launched today at the DatacenterDynamics London:08 conference, has investigated the claims from Google that it operates the world's most efficient data centers and found experts who have questioned its methods and the findings of its energy use measurements.

Recently Google declared that its data centers use significantly less electricity than those operated by other companies. The company said it had measured its Power Usage Effectiveness at an incredibly low level of 1.21. (PUE is a formula developed by industry body The Green Grid to measure the total amount of electricity entering a data center broken down between facilities and IT. The electricity used for facilities is divided by that used for IT so a PUE figure of 1 means that for each single Watt of electricity used in facilities such as cooling, a single Watt of electricity is used in IT processing, thus delivering very high efficiency. Traditionally data centers use more electricity powering equipment such as air conditioners that support IT than for IT itself.)

Datacenterdynamics Focus interviewed senior managers and experts in data center construction and operation and found that many believe Google's figures don't tell the whole story.

"Google's declaration was a direct challenge to the rest of the data center industry. However, data center industry experts have questioned its methods and its findings. Like many of today's brand-sensitive internet companies - and the same will be true of IT companies offering the cloud computing services of tomorrow - Google exists only through its data centers and it must be seen to be efficient. Ultimately if people associate internet searches with energy consumption in a data center this could change behaviour and affect Google's business. This is just one aspect of the huge debate raging over the topic of data center energy use. And it won't end with Google saying it runs the world's most efficient data centers," said Ambrose McNevin, Editor, DatacenterDynamics Focus.

DatacenterDynamics Focus magazine was developed to reflect the importance of the data center industry as it grows exponentially and it is building on the knowledge gained in almost 10 years of DatacenterDynamics global conferences which have attracted the industry's leading thinkers.

The magazine also includes an exclusive interview with Mike Manos, Microsoft's global manager for data centers and an in-depth feature on how cloud computing will impact data centers.

DatacenterDynamics Focus is the only publication with the history and experience to provide unrivalled coverage of all aspects of data center facilities and IT.

The magazine has grown out of a decade of coverage of the data center sector through its predecessor Zerodowntime Magazine and www.zdtweb.com, also published by DatacenterDynamics. It has an editorial team with over 20 years experience covering the enterprise IT industry and receives contributions from renowned industry experts and senior data center industry professionals.

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For more information on this announcement, interviews, to be added to the press list or for press passes to forthcoming DatacenterDynamics events please contact marketing@datacenterdynamics.com or call 00 44 (0) 207 426 4818

About DatacenterDynamics Ltd

DatacenterDynamics is an international conference and publishing company with established premier events across the US, Europe and the Middle East. DatacenterDynamics events combine top players in data center design, building and operation, the key vendors in the measurement, power, heating and cooling market, blue chip IT suppliers and expert consultants with data center management professionals from the full range of tier one end user organisations in industries including finance, telecoms, web services and manufacturing. The company combines its events with magazine, digital and web publishing to deliver content on every aspect of the data center industry with end to end media coverage.

Further information can be found at www.datacenterdynamics.com

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