

# DatacenterDynamics launches the 2012 Global Data Centre Industry Census

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London, 15 June 2012: Set to be the largest and most far-reaching global research study of the market, the DatacenterDynamics 2012 Global Data Centre Industry Census aims to obtain over 8,000 responses from data centre professionals worldwide.

This year's survey is supported by key industry organisations Siemens Building Automation, Cummins Power Generation and BCS, the Chartered Institute for IT.

DatacenterDynamics has committed to donating \$5 for every completed survey to the United Nations children's charity UNICEF.

Launching the 2012 Global Data Centre Industry Census, co-founder of DatacenterDynamics George Rockett, said: "This will provide the industry with the most comprehensive and statistically rigorous insight into the worldwide data centre marketplace. With the valued help of this year's supporters, Siemens Building Automation, Cummins and BCS who will assist in its distribution and marketing, we are extending the reach and depth of the research."

Data centre professionals can take the survey here: [http://www7.intellisurvey.com/run/dcdcensus\\_intro](http://www7.intellisurvey.com/run/dcdcensus_intro)

Rockett said: "By donating \$5 per completed survey, we're expecting to be able to donate \$40,000 to the fantastic work of UNICEF in supporting children around the globe. The more data centre professionals who respond the greater that amount could be."

Last year's survey was well received by the industry and provided comprehensive and accurate information on the market, trends, issues and growth. Early indications are that the forecasts made from 2011 data are being borne out as 2012 unfolds.

The 2012 Global Data Centre Industry Census will significantly add to the already captured body of data and again provide statistically valid information on a global, regional and country by country level.

Micheal Garcea, data centre leader at Cummins Power Generation, said: "The DatacenterDynamics 2012 census will provide a tremendously important snapshot and allow the industry to project forward with real insight."

"Having a comprehensive worldwide overview of the data centre industry will give professionals invaluable information on new technologies and investment," said Dr Sascha Brozek, senior vice president global solutions at Siemens Building Automation.

Chris Wallace, product manager for green IT at BCS, the Chartered Institute for IT, agreed. "With the data centre sector being a key provider of the infrastructure for the IT industry, this census will help in the delivery of knowledge to our members. The 2012 DatacenterDynamics survey supports our mission of

providing the industry with intelligence, professional certification and career paths,” he said.

Open to all data centre professionals the survey can be completed here:

[http://www7.intellisurvey.com/run/dcdcensus\\_intro](http://www7.intellisurvey.com/run/dcdcensus_intro)

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