

New Book Details How To Create Sustainable Data Centers

Submitted by: Infrarati

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FOR IMMEDIATE RELEASE

Utrecht, The Netherlands., June 10, 2014—Infrarati announce the release of a new book by Rien Dijkstra entitled, *Data Center 2.0 - The Sustainable Data Center*.

Data Center 2.0 - The Sustainable Data Center is an in-depth look into the steps needed to transform modern-day data centers into sustainable entities.

From different parts of society the sustainability of data centers is questioned. Energy efficiency and indirect CO2 emissions, caused by the consumption of carbon based electricity, are criticised.

According to the common view, creating sustainable data centers comes down to implementing technical measures. This idea can be questioned. Creating sustainable data centers is not a technical problem but an economic problem to be solved, and the scope of this issue goes well beyond the walls of the data center.

The importance of data centers for society has changed. Public life, economy and society as a whole depend to a very large extent on the proper functioning of data centers and they can be seen as a critical infrastructure. The data center is the place where it all comes together: energy, IT, and societal demands and needs.

Dijkstra writes, "It is an endeavour to create a sustainable data center, a data center that is environmentally viable, economically equitable, and socially bearable." therefore "The data center industry must free itself from the shackles of nineteenth century-based ideas and concepts."

This book takes a conceptual approach to the subject of data centers and sustainability. The proposition of the book is that we must fundamentally rethink the "data center equation" of "people, planet, profit" in order to become sustainable.

It offers at least multiple views and aspects on sustainable data centers to allow readers to gain a better understanding and provoke thoughts on how to create sustainable data centers.

The writer of the book, Rien Dijkstra, is a seasoned technology professional. He has presented and was chair at several conferences and seminars. Dijkstra has also been a member of several judging panels at international data center competitions. He wrote about the power market and datacenters in Europe, is coauthor of the book *Greening IT* and editor and coauthor of the book *Right Sourcing: enabling collaboration*.

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About Infrarati

Consultancy services for organizations. www.infrarati.eu

Infrarati focuses entirely on IT strategy and IT transformations. The company was founded and is run by an experienced technology professional.

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