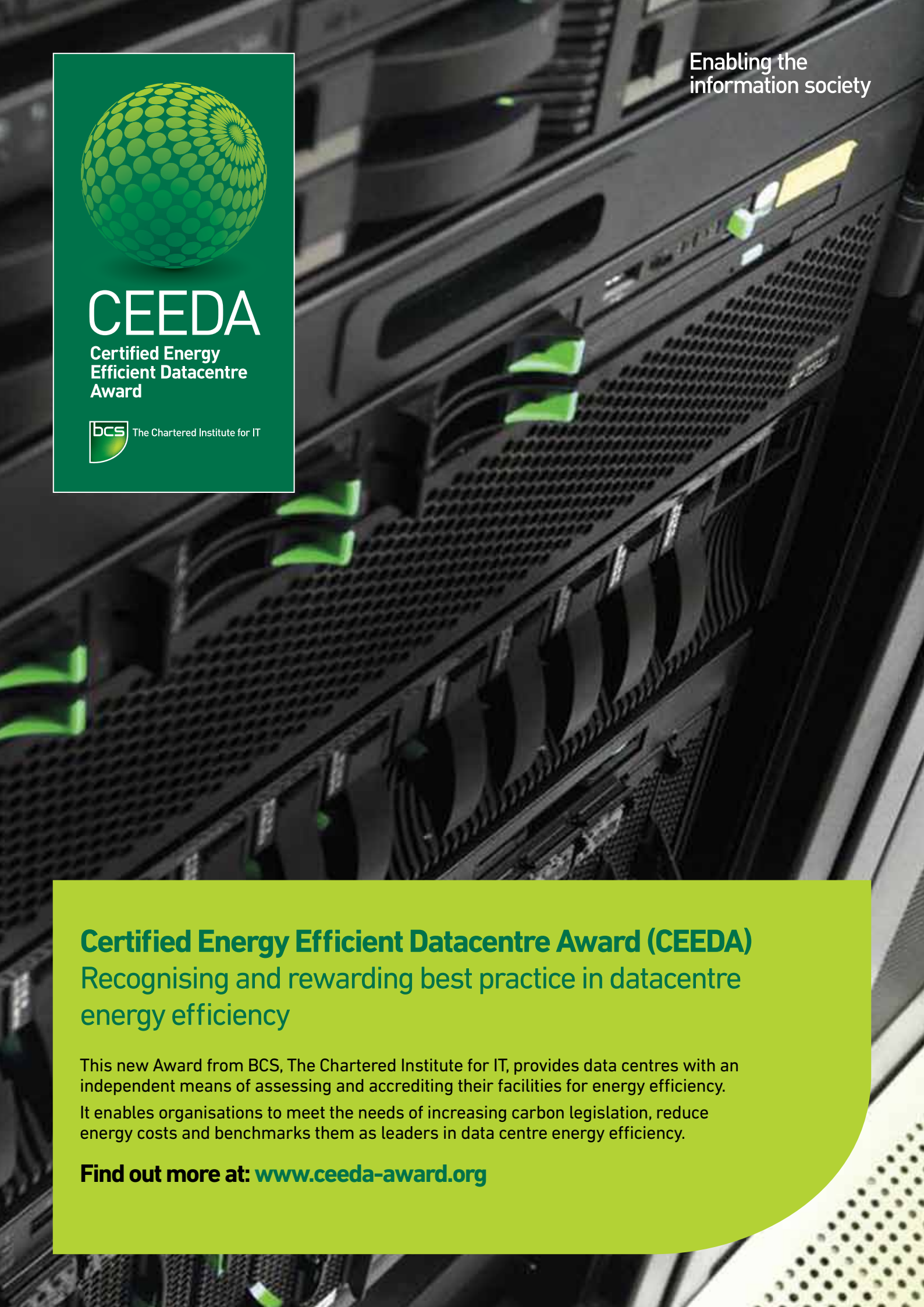


Certified Energy Efficient Datacentre Award (CEEDA)

Recognising and rewarding best practice in datacentre energy efficiency

This new Award from BCS, The Chartered Institute for IT, provides data centres with an independent means of assessing and accrediting their facilities for energy efficiency.

It enables organisations to meet the needs of increasing carbon legislation, reduce energy costs and benchmarks them as leaders in data centre energy efficiency.

Find out more at: www.ceeda-award.org

Certified Energy Efficient Datacentre Award (CEEDA)

Part of our ongoing commitment to enable Green IT

+44 (0)20 7099 5315 d.carter@dc-professional.com www.ceeda-award.org

Our mission as BCS, The Chartered Institute for IT, is to enable the information society. Providing the global IT industry with the knowledge and expertise it needs to create low carbon emissions and ensure energy efficiency is fundamental to our mission.

Carbon legislation is increasing globally and energy efficiency has become a key concern for operators of data centres as well as their clients. We have launched CEEDA to enable organisations to demonstrate their adoption of energy efficiency best practices within their data centre facilities.

The Award

CEEDA is designed to provide verifiable evidence that an organisation is not only claiming it follows (or plans to implement) best practices but that it has actually implemented them. The evidence provided is checked by an independent CEEDA certified Assessor.

Successful organisations can display their Award and use the Award logo within their corporate marketing material. They are also eligible to be listed in the online Register of Energy Efficient Data Centres.

The benefits to your organisation

CEEDA has been specifically designed to help organisations that run its own data centre facility.

- **Gain industry recognition and public acknowledgement for energy efficiency best practice**
- **Distinguish your organisation as an industry leader**
- **Meet the needs of increasing carbon legislation**
- **Harness major cost savings through energy efficiency**
- **Demonstrate to clients that your organisation is committed to energy efficiency**
- **Receive advice and recommendations for energy efficiency improvement**

The assessment

The assessment covers the following key areas within the data centre facility:

- **Data centre utilisation**
- **IT equipment and services**
- **Cooling**
- **Power equipment**
- **Data centre building**
- **Monitoring**

Having played a major role in the development of the EU Code of Conduct for data centres, the Institute has used the Best Practices elements of the code as the foundation of the CEEDA assessment. Assessors will require evidence that practices in each data centre are implemented and will review activities onsite at a level of detail. See top level list overleaf.

The Assessor will produce a detailed report of their findings and make an Award recommendation to the Institute. The Institute will review the recommendation and, if appropriate, Award a Gold, Silver or Bronze level Award.

The organisation also receives a comprehensive report and detailed action plan for improvement which identifies the steps required to progress to the next Award level.

The CEEDA programme is separate from the EU CoC process. Accordingly, Participant or Endorser status in the Code of Conduct will not receive recognition within CEEDA and similarly, achieving an Award will not guarantee Participant or Endorser status in the Code of Conduct.

What will you be checked against?

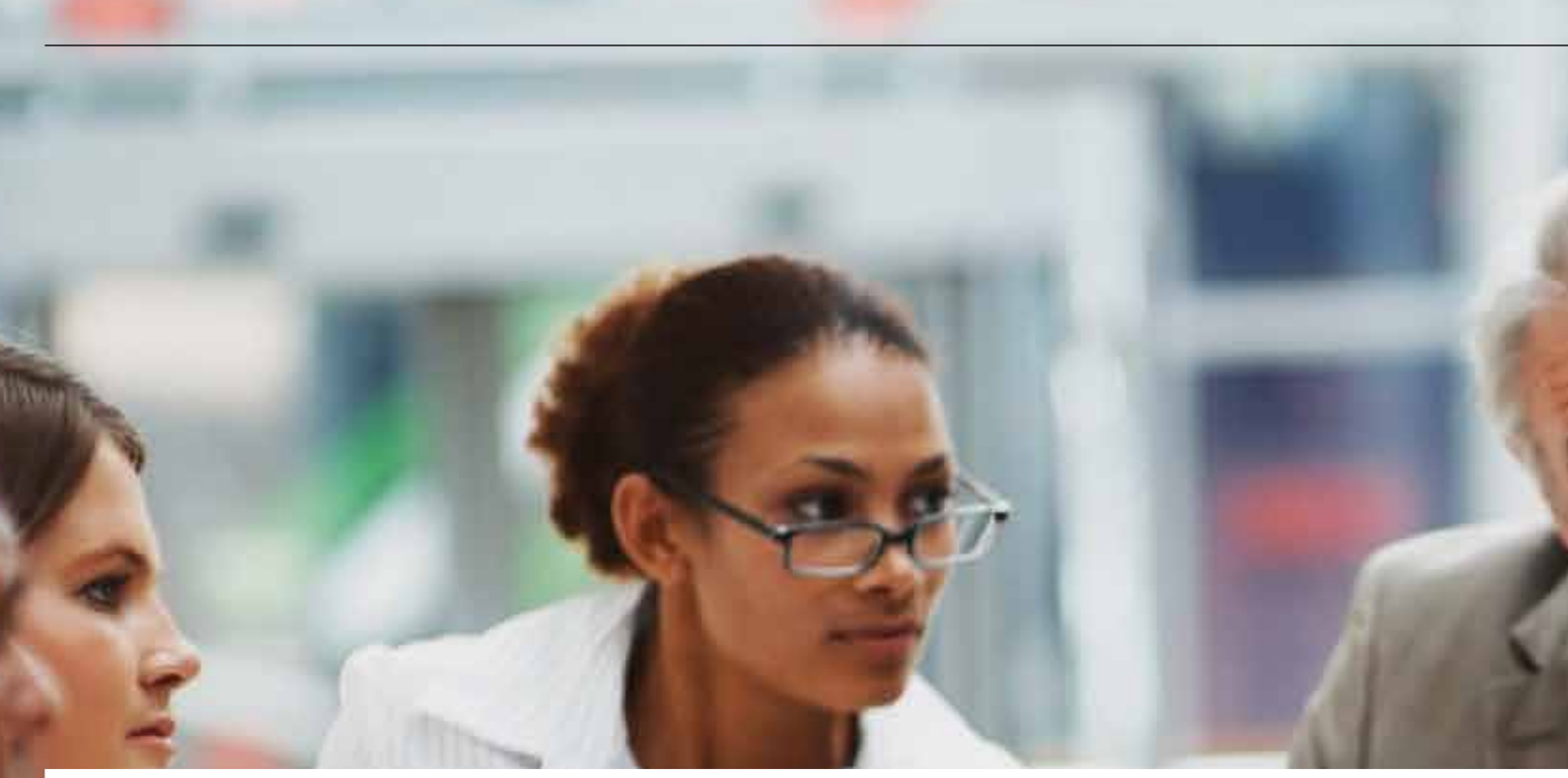
Assessors will be looking at your facility as a whole, including people, process and technology.

This list provides you with a top level understanding of what you will be assessed against. The CEEDA programme takes into account the differences between newly built facilities and those whose potential efficiency is often restricted by age and building type. A more detailed outline of the assessment is available upon request.

Why not use this document and perform your own high level assessment with your Facilities and IT team?

	Bronze	Silver	Gold
Have you decommissioned and removed any unused IT services?	[•]	[•]	[•]
Do you have a data management policy?	[•]	[•]	[•]
Do you use blanking plates to improve rack air flow management?	[•]	[•]	[•]
Do you review your cooling requirements before making IT equipment changes?	[•]	[•]	[•]
Have you reviewed and raised the air intake temperature of your IT equipment?	[•]	[•]	[•]
Have you reviewed and increased the working humidity range in your data centre?	[•]	[•]	[•]
Have you reviewed the set point temperatures for air and water?	[•]	[•]	[•]
Do you understand and have you reviewed the impact of your cooling system operating temperatures?	[•]	[•]	[•]
Do you turn off lights when areas are unoccupied?	[•]	[•]	[•]
Are you using low energy lighting in your data centre?	[•]	[•]	[•]
Do you have an incoming energy consumption meter that exclusively measures your data centre energy consumption?	[•]	[•]	[•]
Have you installed IT energy consumption meters?	[•]	[•]	[•]
Have you established an approval board with the various data centre stakeholders within your organisation (Apps, IT, FM...)?	–	[•]	[•]
Have you audited existing equipment to maximise any unused existing capability?	–	[•]	[•]
Do you include the energy efficiency performance of the IT device as a high priority decision factor in the tender process?	–	[•]	[•]
Do you include the operating temperature and humidity ranges of new equipment as high priority decision factors in the tender process?	–	[•]	[•]
Do you enable power management features on your IT hardware?	–	[•]	[•]
Do you provision power to the as-configured power draw capability of IT hardware?	–	[•]	[•]
Have you implemented an ITIL type Configuration Management Database and Service Catalogue?	–	[•]	[•]
Have you optimised your raised floor air flow management?	–	[•]	[•]
Is your data centre designed in a Hot / Cold aisle configuration?	–	[•]	[•]
Have you fitted perforated doors to your racks?	–	[•]	[•]

	Bronze	Silver	Gold
Have you deployed Modular UPS?	–	[•]	[•]
Have you installed a high efficiency UPS?	–	[•]	[•]
Do you use efficient UPS operating modes?	–	[•]	[•]
Have you matched your IT infrastructure resilience to your business requirements?	–	–	[•]
Have you considered multiple levels of resilience within your data centre?	–	–	[•]
Has your data centre been designed for modular or scalable expansion?	–	–	[•]
Has your data centre been designed to maximise part load efficiency?	–	–	[•]
Do you question any new service that requires dedicated hardware and will not run on a resource sharing platform?	–	–	[•]
Is the energy use performance of software a consideration in the selection and development of new applications?	–	–	[•]
Is your data centre designed as a contained hot or cold air system?	–	–	[•]
Have all air leakage opportunities been addressed throughout the raised floor and rack environment?	–	–	[•]
Is your data centre using free or economised cooling technology and practices?	–	–	[•]
Was the high COP (Coefficient of Performance) of your chiller system a decision factor during the procurement process?	–	–	[•]
Have you optimised your cooling systems for partial load rather than max load?	–	–	[•]
Have you installed variable speed drives for compressors, pumps and fans?	–	–	[•]
Have you installed Variable Speed Fans on your Computer Room Air Conditioners?	–	–	[•]
Do you have automated daily readings for energy use and environmental reporting?	–	–	[•]
Do you generate written periodic reports and analysis on your data centre's energy consumption?	–	–	[•]
Does your team use an energy and environmental reporting console?	–	–	[•]
Is your annualised PUE less than this.....?	N/A	N/A	1.5



What are the next steps?

Getting your facility assessed and gaining an Award are straightforward

1. Take a moment to examine the CEEDA criteria with your data centre team to understand where your facility is likely to comply – the criteria are cumulative and colour coded against the Bronze, Silver and Gold Award levels.
2. When you are ready, contact a member of our team to book a date for assessment and a cost quote (see Assessment costs). An Assessor will then be in touch with you to gather the information about the facility required prior to the assessment.
3. During the assessment your Assessor will spend a day with you in your facility after which they will compile a report which will be sent to the Auditor, ITAASL, for appraisal. The auditor may contact you for verification purposes. In the case of a Gold Award the auditor will make an appointment to visit your facility and carry out a full audit of the assessment.
4. The reports from the auditor and the Assessor will then be sent to BCS from whom your Award will be granted or not, as the case may be.
5. If granted, you will be able to use the date stamped Award for marketing purposes on all online and offline media to demonstrate your achievement for a period of up to 2 years.
6. On a yearly basis we can provide you with a surveillance assessment to bring your Award up-to-date*, or if you feel that you are ready to be assessed for the next Award level the full assessment process will need to be repeated.

If you are interested in having your data centre assessed or want more information, please contact:

David Carter
T: +44 (0)20 7099 5315
E: d.carter@dc-professional.com

Assessment costs

Due to the considerable variation in size and complexity of individual data centre facilities, which will impact the time needed to complete the assessments, you will need to communicate a certain amount of information to your CEEDA contact. The full assessment cost will be calculated within 3 days.

*Additional fees apply

www.ceeda-award.org

CEEDA is an international, vendor neutral, independent, assessment programme for energy efficiency within data centres. The assessment process is initialised through a BCS Accredited Programme Provider (APP) and performed by qualified Assessors. The result of the assessment is audited by an Audit Provider (AP) on behalf of BCS.

Accredited Programme Provider (APP) DCProfessional Development Ltd.

DCProfessional Development is an international training and organisational development company focused on the data centre sector. As part of the DatacenterDynamics group of companies, we work closely with many government departments and leading NGOs working in and around the data centre space and enjoy trusted brand status when it comes to knowledge and networking opportunities for the industry.

DCProfessional Development Ltd.

28 Scrutton Street
London EC2A 4RP

T: +44 (0)20 7377 1907
www.dc-professional.com

Audit Provider (AP) International Technology Audit and Advisory Services Ltd (ITAASL)

ITAASL was founded to provide advisory and auditing services to a variety of Information Technology sectors through our in-house experts. Our advisory services target high-level policy and strategy decision makers in public, private and government sectors. Our experts have advised policy makers within government internationally from the EU, through the US and Asia. ITAASL also provides independent audit services for IT assessment and compliance programmes.

International Technology Audit and Advisory Services Ltd.

30 Claremont Road,
Basildon, Essex SS15 5PZ

www.itaasl.com

BCS The Chartered Institute for IT
First Floor Block D North Star House North Star Avenue Swindon SN2 1FA
T +44 (0) 1793 417 424 F +44 (0) 1793 417 444 Website www.ceeda-award.org

If you require this document in accessible format please call +44 (0) 1793 417 600

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