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News
OnStor joins The ...

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OnStor joins The Green Grid
 Date: Thursday 21 of February 2008
 Author: DIANA SHEPSTONE

The leading provider of scalable clustered NAS storage solutions for the enterprise has joined an influential industry organisation that promotes energy-efficient IT solutions.

Narayan Venkat, OnSto's V.P. of Marketing:- "Since the launch of ONStor's GO Green initiative last summer, we have been active in shaping the industry dialogue around green. Our Green Grid membership demonstrates our commitment to collaborating with the IT industry to help drive adoption of green data centre solutions, turning words into action."

The Green Grid is a world-wide consortium of IT companies and professionals whose mission focuses on defining meaningful, user-centric models and metrics; developing standards, measurement methods, processes, and new technologies to improve data centre performance against the defined metrics; and promoting the adoption of energy-efficient standards, processes, measurements, and technologies.

Mark Peters, an analyst at Enterprise Strategy Group focused on green data centre issues. "The Green Grid is committed to making a 'green' emphasis the norm, rather than an afterthought. It's an approach that sits well with ONStor, whose ability to run a NAS management appliance for about the same power consumption as a light bulb demonstrates what is already possible with today's technology. As more companies join forces with the Green Grid, I hope that the increased industry focus on – and learning around – the issues of power, cooling and space efficiency, pays dividends for vendors and users alike."

As part of its GO Green initiative, last summer ONStor conducted an independent survey of 369 IT decision makers regarding the status of the "greening" of their data centres, with the following significant results:
 63 % of the respondents reported that their data centre had run out of space, power, or cooling capacity without warning. Although the power consumption of an enterprise's data centre is massive, 40%of respondents had not discussed a green initiative within their company.
 60% reported that they had a green initiative in place, would have one in place in the next two years, or had at least talked about it with management.

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