



**For further information:**

Federica Monsone/Sarrah Mason  
A<sub>3</sub> Communications  
+ 44 (0) 1252 875 203  
fred.monsone@a3communications.co.uk  
sarrah.mason@a3communications.co.uk

## **SNIA Europe Endorses the European Union Code of Conduct for Data Centres and Strengthens its Green Credentials**

London, UK – 9<sup>th</sup> March 2010 – The Storage Networking Industry Association (SNIA) Europe today announced its endorsement of the EU Code of Conduct on Data Centre Energy Efficiency. This initiative is focused on providing a set of voluntary measures and a list of best practices related to datacentre energy efficiency which are expected to lead to more stringent compliance guidelines in the future. The Code of Conduct will bring the issue of ‘greening’ datacentres to the attention of EMEA businesses. This will help organisations minimise energy consumption in their datacentres whilst allowing them to maintain high performance across their IT infrastructures.

As an official Endorser, SNIA Europe will recommend guidelines on implementing the Code’s best practices and develop education and information programmes to help data centre administrators meet and maintain the targets outlined in the Code. SNIA Europe’s position as an educator within the IT industry will emphasise the importance of the Code’s values to its members through industry events, tutorials and vendor neutral whitepapers. As an industry association, SNIA Europe will participate in the development and support of specific literature, including technical training modules and case studies.

Bob Plumridge, SNIA Europe’s Chairman, is proud of the association’s support for green technologies: “SNIA Europe is highly committed to helping organisations reduce the impact that their datacentres’ Carbon Dioxide (CO<sub>2</sub>) emissions are having on the environment. The EU Code of Conduct on Data Centre Energy Efficiency is a very useful tool that we can share with our members, their end users and anyone wishing to ‘green up’ their IT infrastructures. We are looking forward to participating in the implementation of the guidelines as they are developed, and will use our position as the voice of the industry to highlight the issue of energy efficiency for the ultimate good of the environment.”

The EU Code of Conduct on Data Centre Energy Efficiency was created in response to increasing energy consumption in datacentres and the need to reduce the related environmental, economic and energy security impacts. The aim is to inform and stimulate data centre operators and owners to reduce energy consumption in a cost-effective manner without hampering the mission critical function



of data centres. The Code of Conduct aims to achieve this by improving understanding of energy demand within the data centre, raising awareness, and recommending energy efficient best practice and targets.

### **About SNIA Europe**

The Storage Networking Industry Association (SNIA) Europe is dedicated to high-level knowledge exchange, thought-leadership and to promotion of the acceptance, deployment and confidence in open storage-related architectures, systems, services and technologies, across the IT and business community. To achieve this, SNIA Europe runs a coordinated series of activities at both pan-European and country-level to provide a central source of unbiased information on storage networking technologies. It is the voice of authority that delivers education and information on networked storage and associated technologies across Europe, Africa and the Middle East. SNIA Europe is a non-profit, vendor-neutral organisation run by its members, which include approximately 70 vendors, channel partners and individuals. For further information you can email [euinfo@snia.org](mailto:euinfo@snia.org), contact +44 (0) 20 8785 5555, or visit [www.snia-europe.org](http://www.snia-europe.org).

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### **Notes for editors**

#### **About SNIA Europe**

SNIA Europe is led by a member-elected Board of Directors responsible for high-level strategy, direction, focus and region-wide activities. Four directors hold the officer positions of Chairman, Vice Chairman, Secretary and Treasurer. Other members of the Board are responsible for membership, events, marketing, education and country committee liaison:

- Current Board of Directors

Officers:

Chair:	Bob Plumridge, Hitachi Data Systems
Vice Chair:	Malte Rademacher, EMC
Secretary/Marketing Chair:	Denise Ridolfo, NetApp
Treasurer:	Daniel Sazbon, IBM

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Director:	Thomas Pavel, LSI
Director:	Marcus Schneider, Fujitsu
Director:	Chris Sopp, HP

#### **The Place For All Things Storage**

The SNIA Europe website serves as a portal to key industry news and events, the latest developments in SNIA technology initiatives, highlights member company information, and a wealth of education resources such as tutorials, white papers and case studies, developed by both SNIA and its members. Other features include country-specific pages maintained by SNIA Europe's local committees; a member directory; and a playback facility for SNIA webcasts. For more information, please visit: <http://www.snia-europe.org>.

#### **Educational Resources and Events for Storage Professionals**

SNIA runs a number of tutorials and technology specific presentations developed by its members for anyone interested in expanding their knowledge of the networked storage industry and its technologies.

- **The SNIA Europe Datacenter Technology Academy** is a series of comprehensive, one-day conferences designed to provide storage professionals with regular educational programs on key storage technologies and solutions. [www.storage-academy.com](http://www.storage-academy.com)
- **Webinars and Speakers Bureau**  
SNIA technology experts regularly deliver webinars and technology presentations at industry events throughout Europe. Go to the SNIA BrightTalk channel (<http://www.brighttalk.com/webcasts/search/snia>) to view recent and upcoming webinars, or to the SNIA Europe events calendar (<http://www.snia-europe.org/Home/events.htm>) to see where SNIA Europe speakers are currently scheduled to appear. For more information about having a SNIA Europe presenter at your event, please send an email to [euroinfo@snia.org](mailto:euroinfo@snia.org).
- **SNIA Europe's SNW Europe / Virtualization World / Datacenter Technologies**  
The largest fully-independent conference, comprised of three key technology areas important to storage and datacentre professionals, is the place where IT managers and professionals can attend SNIA-endorsed education tracks on the latest storage technologies, get hands-on access to a wide range of solutions demonstrations, and mix with industry peers and technology experts who face similar IT storage and data management issues every day. SNIA's unique association with the European storage user community enables us to bring you a conference program that addresses each of the highest priority issues shared among all types of organisation, both large and small, public and private through vendor-neutral tutorials and real-life case studies. So whether you are just embarking on your first consolidated storage resource project or are looking at multi-site business continuity issues then SNW Europe is the place to be. For further information please visit [www.snweurope.net](http://www.snweurope.net); [www.virtualizationworld.net](http://www.virtualizationworld.net); [www.datacentertechnologies.net](http://www.datacentertechnologies.net).
- **Storage Networking Times**  
This quarterly e-newsletter is written by SNIA Europe representatives and independent industry analysts. Each issue contains technology education articles, analyst briefings, a regional spotlight and articles relevant to storage technology end users. Storage Networking Times is a key resource for all EMEA IT professionals involved in storage networking. The latest version is located at [www.snia-europe.org/news/e\\_news](http://www.snia-europe.org/news/e_news).
- **SNS Europe Magazine / StorageWelt / SNS UK**  
SNS and StorageWelt magazines are the only industry publications that are endorsed by SNIA Europe. This ensures that regular contributions from SNIA Europe and their SNIA Technology Forums and Initiatives bring readers the latest developments on Cloud Storage, Data Management, Ethernet Storage, Fibre Channel, Green Storage Solid State Storage, Storage Security, Storage Management and many other key topics on a regular basis. Visit [www.snseurope.com](http://www.snseurope.com) for further details
- **Vendor-Independent Certification Credentials for Storage Professionals**  
The SNIA Storage Networking Certification Program (SNCP) provides a strong foundation of vendor-neutral, systems-level credentials that integrate with and complement the product-focused vendor certifications. The structure of the SNCP has been enhanced to reflect the advancement and growth of storage networking technologies over the past few years, and to provide for expanded offerings in the future. Through evolving and enhancing the SNCP, the SNIA is establishing a uniform standard by which individual knowledge and skill sets can be judged. Two new credentials have been launched in October 2009: For more information on training and certification exams, go to [www.snia.org/education/certification](http://www.snia.org/education/certification).
- **Country & Regional Committees:**  
SNIA Europe country and regional committees organise and drive the education programmes of SNIA Europe at the local level. Currently, there are active committees in the following countries:
  - BeNeLux: [BeNeLuxchair@snia.org](mailto:BeNeLuxchair@snia.org)

- Czech Republic and Slovakia: [Czech-Slovakchair@snia.org](mailto:Czech-Slovakchair@snia.org)
- France: [francechair@snia.org](mailto:francechair@snia.org)
- Germany: [germanychair@snia.org](mailto:germanychair@snia.org)
- Italy: [italychair@snia.org](mailto:italychair@snia.org)
- Middle East: [chair-mideast@snia.org](mailto:chair-mideast@snia.org)
- Nordics: [nordicschair@snia.org](mailto:nordicschair@snia.org)
- Russia: [russia-chair@snia.org](mailto:russia-chair@snia.org)
- Switzerland: [switzerlandchair@snia.org](mailto:switzerlandchair@snia.org)
- UK: [ukchair@snia.org](mailto:ukchair@snia.org)

- **Key Industry Technology Programmes**

SNIA Europe works in close liaison with SNIA worldwide to deliver end-user education programmes in key areas of storage networking and information technology. The SNIA Technology Forums & Initiatives drive industry education, marketing, participate in the development of standards via technical working groups, and identify industry. Below are the current SNIA Forums and Initiatives:

- **Cloud Storage**

- SNIA Cloud Storage Initiative (CSI) is responsible for coordinating and managing all activities within the SNIA related to cloud storage, including those for education, technical development, business development, marketing and implementation. In addition, the CSI will collaborate with other organisations and initiatives to further the dialogue on cloud storage as well as leverage SNIA regional affiliates to promote cloud storage on a global scale.
- The SNIA Cloud Storage Technical Working Group (TWG) is focused on the development of a Cloud Data Management Interface (CDMI) specification, Cloud storage technical innovation and development of specifications and technical developments to international standards development organisations.

- **Data Management**

The SNIA Data Management Forum (DMF) is focused on and develops best practices and new approaches for Data Protection (including data deduplication), Information Lifecycle Management (ILM) and Long Term Archive, Compliance Storage Initiative (L-TACSI) and Database Information Management (DIM).

- **Ethernet Storage**

The SNIA Ethernet Storage Forum (ESF), formerly the IP Storage Forum, is chartered to promote Ethernet-connected storage networking solutions and technologies and the value of Ethernet as a storage networking fabric.

- **Green Storage**

The SNIA Green Storage Initiative (GSI) works on identifying and disseminating best practices for energy efficient storage networking and promoting storage-centric applications that reduce the storage footprint and associated power requirements.

- **Solid State Storage**

The Solid State Storage Initiative (SSSI) aims to be the recognised authority for storage made from non-volatile, solid state memory devices. It conducts education efforts for the vendor and user communities, performs market outreach highlighting the virtues of solid state storage and furthers the development of standards specific to the technology.

- **Storage Management**

The SNIA Storage Management Forum works on continuous development of the SMI-S specification, which delivers a highly functional and interoperable management interface for multi-vendor storage networking products to enable and streamline the integration of large and diverse multi-vendor storage networks.

- **Storage Security**

The SNIA Storage Security Industry Forum (SSIF) is focused on educating storage professionals, security professionals, security practitioners, and academics in order to



provide a better understanding of storage security and how it applies in your organisation.

- **XAM**  
The XAM initiative was created by the SNIA to develop and implement XAM product interoperability programs; XAM developer programs; XAM standard product conformance programs, and industry education materials.