

BRONZE **SILVER** **GOLD**

CEEDA

APPROVED PARTNER PROGRAM

CEEDA APPROVED PARTNER

WHAT IS CEEDA?

CEEDA is an energy efficiency assessment and certification framework which provides on-going performance improvement guidance to data center owners. It has growing client list from both enterprises and colocation providers, on every continent.

HOW DOES IT WORK?

The assessment cycle is of two years' duration and comprises a comprehensive initial assessment and a second assessment one year later. The initial assessment provides a detailed analysis of the implementation of a set of energy efficiency best practices in M&E, IT and operational management, and an improvement roadmap. The second assessment permits evaluation of the energy efficiency impacts of the roadmap, new infrastructure deployment and new services delivered. It also enables practical knowledge about the latest advances in energy efficiency world-wide to be transferred to the client.

WHAT DOES CEEDA DELIVER?

Multi-regional assessment, certification and benchmarking of estate performance

Harmonization of best practices, across teams and across sites

Assessment report of compliance and gap analysis against energy efficiency best practices

Authentication of energy efficiency performance metrics: PUE/CUE/WUE

Recommendations and roadmap for performance improvement – guide to optimizing labor and capital in operations to improve energy efficiency

Remote impact assessment, with further improvement recommendations, one year after certification

Multiple opportunities for demonstrating market position, online, in print and in video

“ Since the CEEDA assessment we have seen a steady increase in IT-load whilst facility energy consumption has been flat. ”

RAJ SHARMA
Operations Manager,
Data Center Services,
Westpac Banking Corporation

“ This certification is a testament to our commitment to lead and achieve energy efficiency in our data centers and in our business. ”

RANGU SALGAME
Chief Executive Officer,
Growth Ventures and Service Provider Group,
Tata Communications

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PRODUCTS

CEEDA may be applied to enterprise and colocation data centers – for both existing data centers and new builds. In each case an assessment framework specific to the type of data center in question is applied.

CEEDA's focus is operational energy efficiency: www.ceedacert.com/comparisons and in all cases is applied to an operational data center: a design is never assessed in isolation. The assessment criteria are progressively more advanced in nature and the certification is awarded at levels: Bronze, Silver and Gold.

ENTERPRISE

CEEDA Enterprise permits owner-operators of existing facilities to validate and certify their ongoing energy efficiency strategy. It helps owner-operators to develop frameworks for maximizing the performance of their existing infrastructure assets and put operational disciplines in place to maintain that performance.

TELCO

CEEDA Telco is adapted to the specific environmental and operational requirements of facilities which are dominated by telco equipment, but which retains the flexibility to deal with mixed-use environments.

COLO & COLO-TENANT

CEEDA Colo enables colocation providers to demonstrate the implementation of energy efficiency best practice in the parts of the facility directly under their control, and leverage the findings of the CEEDA process to improve their operations. CEEDA Colo-Tenant provides a structure which helps major tenants of CEEDA certified colocation providers to optimize the operational performance of their IT infrastructure, applications and management.

DESIGN-OPERATE

CEEDA Design-Operate assesses the incorporation of the most advanced energy efficiency best practices at the design stage and also in the operating facility. By comparing sets of assessment data from each stage, builders and operators of new facilities are able to validate the integration of energy efficiency measures in the design, and then assess and certify the actual performance of the operational facility. The process is similar to other assessments, with a two year certification cycle from the point of operational assessment.

“Through following some of the CEEDA elements, the reduction of energy usage has been a measurable factor – at the same time as computing load has been increasing, we’ve managed to deliver more for less.”

STEVE WATT,
CIO,
University of St Andrews

“We are delighted to have attained this achievement – we take our corporate social responsibility very seriously and developing an energy efficient data center is part of this. To have achieved a CEEDA Gold standard is excellent.”

RICHARD HARRIS,
CIO,
ARM

“CEEDA certification is a valuable opportunity to confirm that our data center operations are consistent with our sustainability strategy. We are convinced that the competitiveness and reliability of our services is directly related to our ability to operate efficiently and environmentally.”

ANDRES CORDOVEZ FERRETO,
CTO,
AXTEL

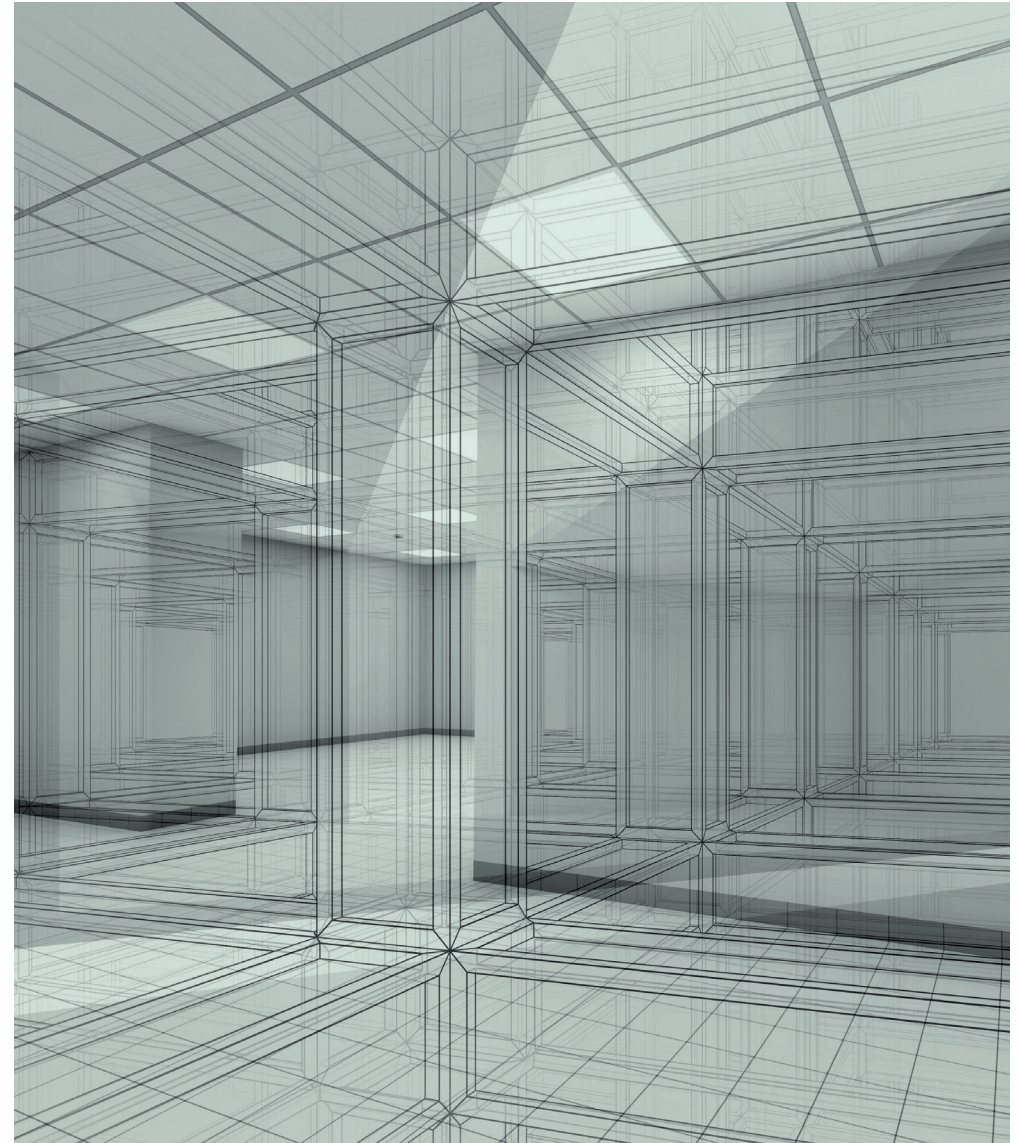
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APPROVED PARTNER PROGRAM

CEEDA Approved Partners are companies which possess a strong reputation for their consultancy expertise in data center energy efficiency and which have personnel which are approved CEEDA Compliant Consultants.

CEEDA Approved Partners are nominated AP personnel who have recognized expertise in energy efficiency in data center design, construction or operations and which have undertaken up-to-date CEEDA compliance inductions.

Approved Partners may leverage their status in order to demonstrate their expertise in performing CEEDA compliant work for data center clients who wish to undertake CEEDA or who seek advice in implementing the recommendations resulting from CEEDA.

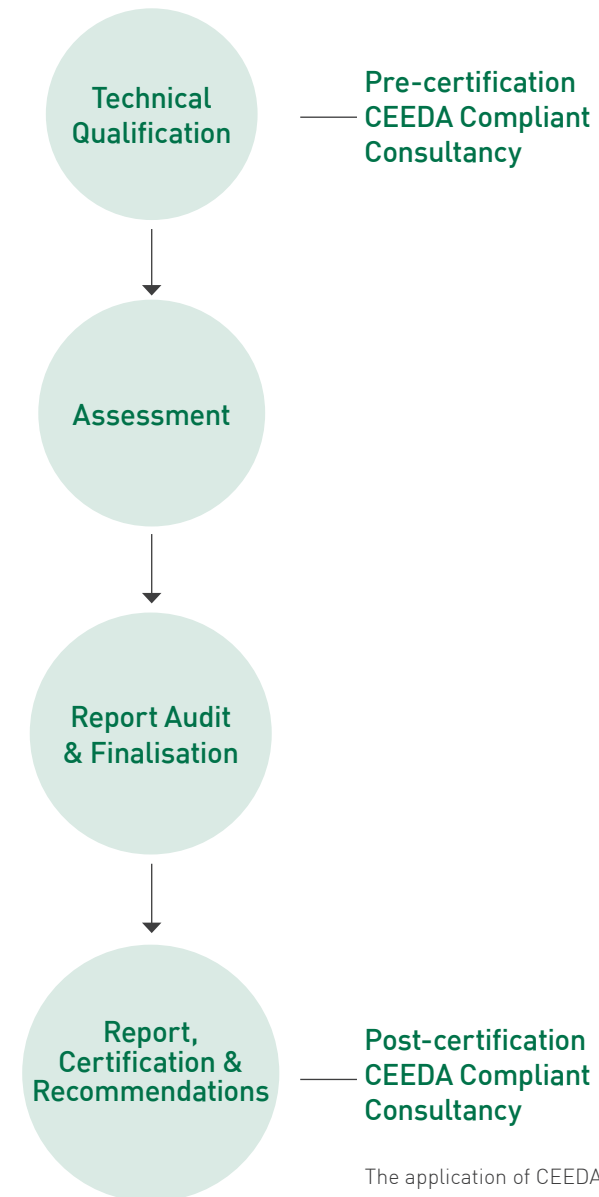


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APPROVED PARTNERS & THE CEEDA PROCESS

Prior to acceptance into the CEEDA process, all clients pass through a technical qualification stage performed to identify any barriers to certification. The process uses two sets of BCS-approved technical consultants: one to perform the assessment, the second to audit the results and recommendations. The overall process may take between eight and twelve weeks and, in all cases an impact assessment is performed one year after the certification date.

CEEDA compliant consultancy may be applied before or after the CEEDA assessment process. Each Approved Partner will be provided with a CEEDA branded logo and unique identifying code for its use and be represented on the CEEDA website. This will enable organizations which seek to prepare a data center to undergo a CEEDA assessment and certification, or those wishing to implement the recommendations resulting from CEEDA, to identify consultancy providers with CEEDA compliant expertise.



The application of CEEDA compliant consultancy pre- and post- the CEEDA process.

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APPROVED PARTNER RESOURCES

Approved Partners will be provided with:

A CEEDA branded logo containing its unique identifier code. The ACP will be able to use this logo in order to demonstrate and promote its expertise in conducting CEEDA compliant consultancy, this consultancy may be applied to;

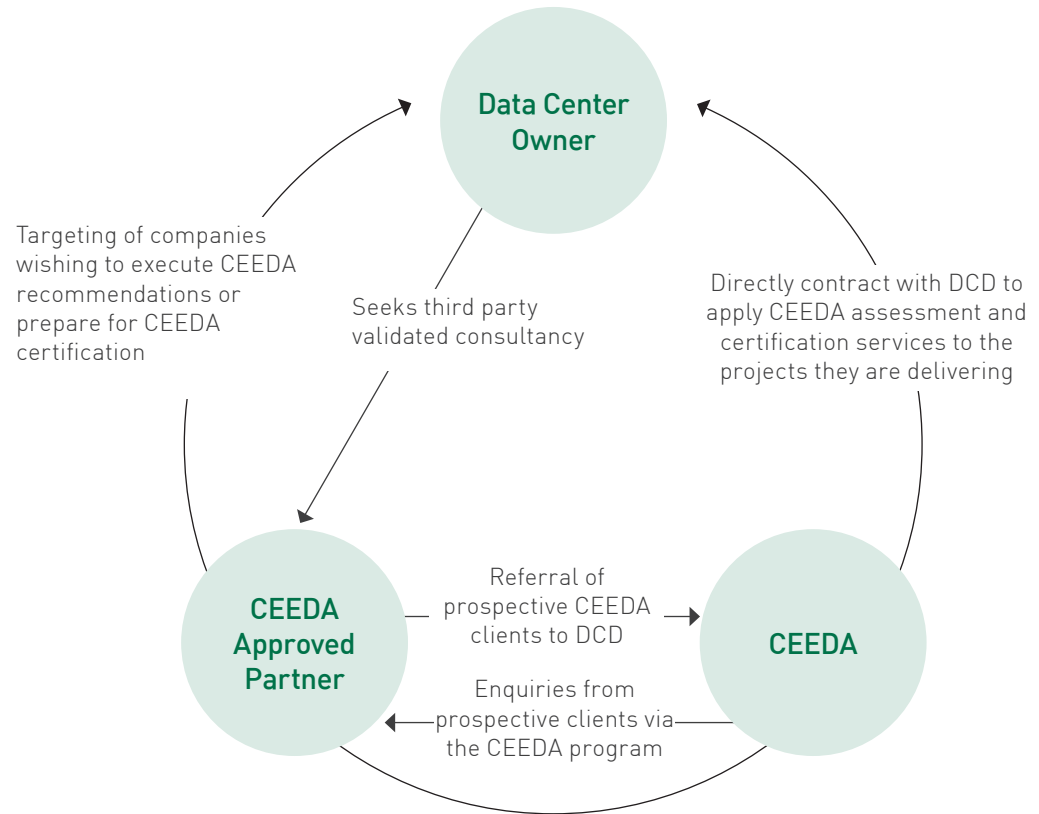


Pre-certification: organizations which may like to enter one of more of their data centers into the CEEDA assessment and certification process;

Post-certification: organizations which have CEEDA certified data centers and seek consultancy on the implementation of improvement recommendations;

Branded presence on the CEEDA website, contact point for nominated representative and list of approved individual consultants, enabling direct contact from prospective clients;

Access to CEEDA compliance tools—such as those used in the CEEDA technical qualification stage—to identify areas of non-compliance and hence, improvement, for the data centers of its clients.



The relationships between Approved Partners, data center owners and CEEDA.

CEEDA APPROVED PARTNER

BECOMING AN APPROVED PARTNER



Nominate an individual as primary contact for DCD and who will receive direct enquiries via the CEEDA website.

Demonstrate expertise of energy efficiency oriented consultancy within the data center industry, via, three or more recent client reference projects

Propose selected personnel to become approved CEEDA Compliant Consultants. These individuals need to demonstrate their experience, via named projects undertaken - and qualifications, via education, membership of professional bodies⁶, chartered status⁷, undertaking of specialist energy efficiency training⁸

In order to maintain status, updates of projects undertaken as a company and of criteria for individual consultants are required every two years.

The process and requirements for becoming a CEEDA Approved Partner.

For more information, please contact: partners@ceedacert.com

⁶ Professional bodies such as: BCS, IET, IEEE, IMechE, ASHRAE.

⁷ Chartered status for bodies such as: CEng, CITP, EUR ING, IEng, PE.

⁸ Specialist energy efficiency training, such as: Energy Efficiency Best Practice or equivalent.

PARTICIPANTS INCLUDE



About CEEDA. The Certified Energy Efficient Datacenter Award (CEEDA) is a global assessment and certification program designed to recognize the implementation of energy efficiency best practices in operating data centers. The framework is progressive in terms of sophistication of best practices applied – reflecting the complex and holistic nature of data center operations – and is based on specifications drawn from ASHRAE, Energy Star, ETSI, EUCoC and The Green Grid. The certification is awarded at three levels: Gold, Silver and Bronze, with a certification cycle of two years. In addition to providing a globally applicable benchmark for comparison and harmonization within and across organizations, CEEDA also provides a gap analysis and performance improvement map, helping maintain performance throughout the certification period. The CEEDA program is run by DatacenterDynamics and ratified by BCS, the Chartered Institute for IT. For more information on CEEDA please visit www.ceedacert.com or contact info@ceedacert.com