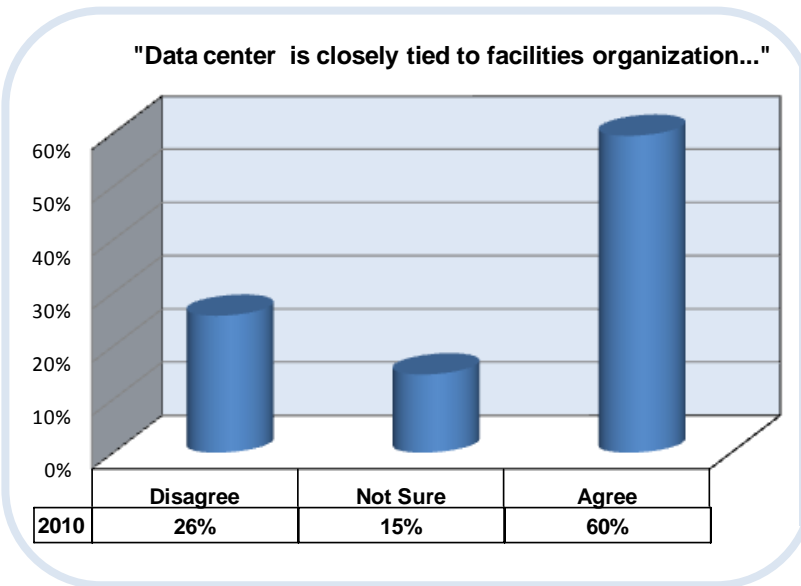


## 2010 x86 Survey: More Data Centers Responsible for Facility Costs

Over the past several years, data center facilities usage (power and floor space) has received a lot of attention. The explosive growth of IT infrastructures over the last decade, along with escalating real estate and energy costs, have driven data center facility costs higher.

Conventional wisdom in the industry says that many (if not most) data centers aren't connected to their facilities organizations, meaning that IT management doesn't pay a lot of attention to floor space or energy usage until they need an expensive new building or an additional electric service line. While this may have been the case in the past, is it still the norm? Or are data centers now more accountable for the power and floor space they use?

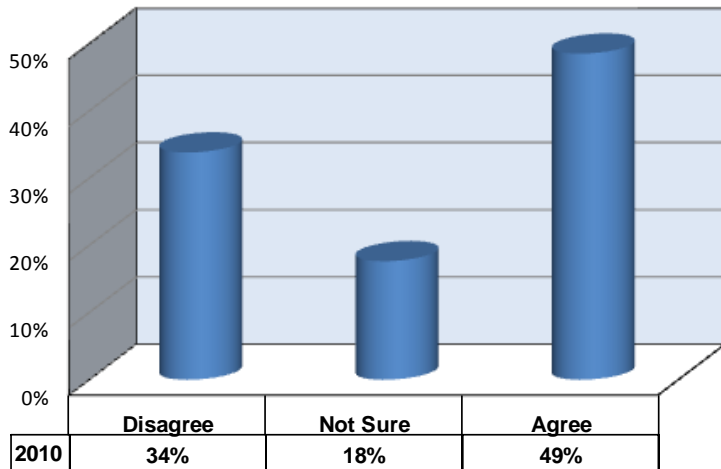
We asked the 199 data center managers and staff who responded to our **2010 GCG x86 Server Vendor Preference** survey ([details here](#)) a set of questions about how their IT shop works with their facilities organization. We found that the relationship is closer than most industry observers assume, and it will become closer yet in the future. Here are some details:



In this first question, fully 60% of our respondents said that their data center has a close relationship with their facility managers.

But what does that mean? Is it more than relying on the building management to make sure that the coffee machine works and that there are plenty of papers towels in the restrooms? The next questions tell us more...

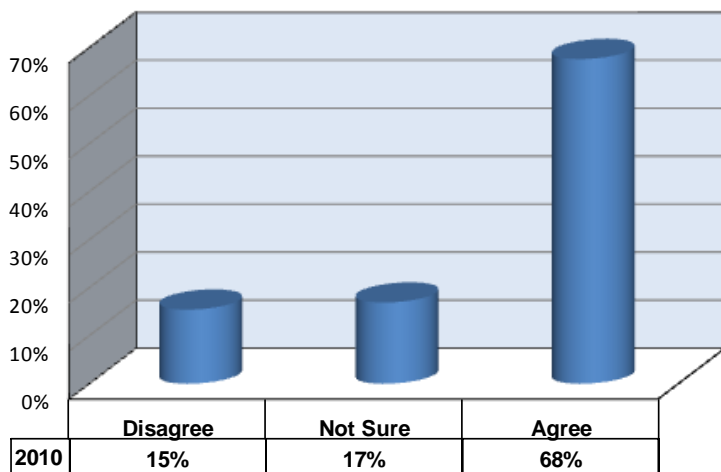
**"Data center financially responsible for energy use..."**



Almost half of our respondents this year tell us that their IT organization pays for data center power consumption. We expected this number to be a bit higher, given that 60% of these same folks said that their IT shop was closely tied to facility management.

A significant number of users said that there wasn't an incentive for them to reduce or control power usage – either they were charged a flat rate for power, or they weren't charged at all.

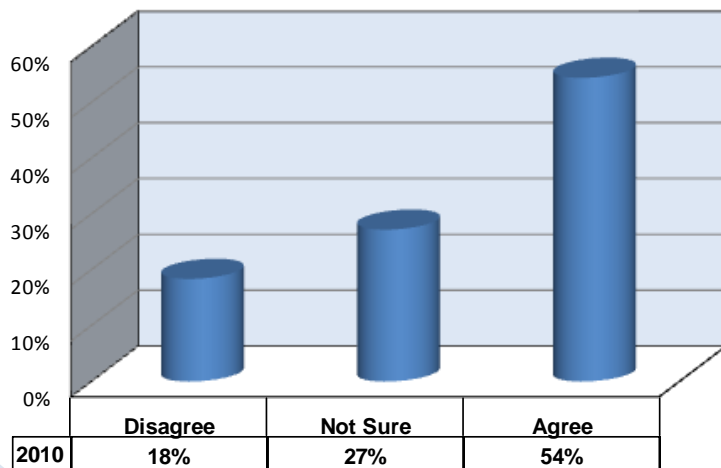
**"Data center financially responsible for floor space ..."**



A much larger percentage of data centers pay the bill for their use of floor space. It's relatively easy to apportion the costs of square footage used for IT operations vs. other departments who may be sharing the same building.

In many cases, however, there isn't much incentive for IT shops to reduce floor space – until they completely fill up their existing space and have to justify expansion.

**"We expect to be even more closely tied to facilities in the future..."**



More than half of these customers say that they expect closer ties to facilities in the future – meaning more stringent controls on the electricity and square footage they use.

In their comments, many of the respondents pointed to cases where business-side management has essentially said, "No more air conditioning – open a window." This isn't the best approach, of course, and can lead to equipment failures and downtime for the business.

We believe that closer ties between data centers and facilities organizations will lead both parties to focus even more attention on IT energy and space usage. This, in turn, will drive increased demand for more energy efficient and dense IT solutions.

As we've shown in [other survey results](#), these factors are impacting purchasing decisions even for customers whose own problems are not acute. Every vendor has an "efficiency" spin, and they're working to make their stories even better with every new product or service. Is this having an effect on customers? Do they see any of the major x86 vendors leading the pack on power, cooling, or system density? We asked the questions and report the results in our [next installment](#).

Survey details, including demographics and methodology, are [here](#).



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