

# Day 1: Conference on Enterprise Servers and Data Centers: Opportunities for Energy Savings

Sun Microsystems Conference Facility  
January 31, 2006

## AGENDA

Sponsored by:



### Time

### Topic

#### Morning Session

8:00 a.m.

#### Registration and Continental Breakfast

*Sponsored by AMD*

8:30 a.m.

#### Welcome by EPA and Sun Microsystems

#### Conference Objectives and Desired Outcomes

Jonathan G. Koomey, Chairperson

#### Agenda, Logistics, and Introductions

Julie Bowen, Conference Facilitator

#### Keynote Speakers

*Defining the Landscape: Trends and Forecasts for the Enterprise Server Market and Data Centers*

Speaker: Vernon Turner, Group Vice President and General Manager of Enterprise Computing, IDC

*Impacts and Importance of Energy Efficiency: Industry Viewpoint*

Speaker: Greg Papadopoulos, Executive Vice President and Chief Technology Officer, Sun Microsystems

#### Morning Coffee Break

*Sponsored by Astec/Emerson*

*Understanding the Impacts and Savings Potential for More Efficient Enterprise Servers and Data Centers*

Speaker: Bob Sullivan, Senior Consultant, The Uptime Institute

*Maximizing Data Center Efficiencies Through Microprocessor Solutions*  
Speaker: Ben Williams, Vice President, Commercial Business Microprocessor Solutions, AMD

Keynote Speaker Q&A Panel

**Customer Panel: Demand for Energy Efficient Equipment and Facilities**

Panel Participants: Fannie Mae, PG&E, Target (Invited: Google, SSA)

Customer Q&A Panel

**Lunchtime Session**

12:10 p.m.

**Lunch**

*Sponsored by PG&E*

**Making it Real: Case Study Presentations on Measures to Address Energy Use in Data Centers**

Presenters: Christian L. Belady, Hewlett-Packard; Mukesh Khattar, Oracle Corporation; Gedy Levin, Power-One; Michael K Patterson, Intel; Peter Bannon, P.A. Semi

Case Study Q&A Panel

**Afternoon Session**

2:10 p.m.

**Identifying the Top Challenges to Energy Efficiency**

**Afternoon Coffee Break**

*Sponsored by Hewlett Packard*

**Small Group Action Planning Working Session**

- Action Planning: Each group will be tasked with identifying potential solutions to one of the challenges identified during the previous discussion and developing a preliminary action plan to share with the larger group.
- Small Group Action Plan Presentations, Wrap-up, and Next Steps

5:30 p.m.

**Closing Remarks, Thank You, and Adjourn**



**Day 2: Challenges in Buildings Operations and Management for  
Owners/Operators of Service Provider and Enterprise Datacenters and  
Development of the ENERGY STAR® Building Benchmark for Mission  
Critical Facilities**

**AMD Conference Facility  
February 1, 2006**

**AGENDA**

<b>Time</b>	<b>Topic</b>
8:30 – 9:00 a.m.	Continental Breakfast
9:00 – 9:10 a.m.	Welcome by AMD
9:10 – 9:25 a.m.	<i>Objectives and Desired Outcomes for Day Two and Introduction to ENERGY STAR for Commercial Properties</i>  Stuart Brodsky, US EPA, ENERGY STAR
9:25 – 10:20 a.m.	<i>Relationship Between Equipment Reliability and Energy Efficiency in Data Center Operation</i>  Magnus K. Herrlin, Ph.D., Principal, ANCIS, Incorporated
10:20 – 11:15 a.m.	<i>HVAC and Control System Design for Improved Energy Performance in Data Centers</i>  Mark Hydeman, PE, Principal at Taylor Engineering, LLC
11:15 – 11:30 a.m.	Break
11:30 – 12:00 p.m.	<i>Whole Building Energy Performance Rating: ENERGY STAR Approach to Building Benchmark Development</i>  Alexandra Sullivan, US EPA ENERGY STAR
12:00 – 12:30 p.m.	Group Discussion: How to Incorporate into the ENERGY STAR Building Benchmarking Tool the Key Drivers of Energy Performance in Mission Critical Facilities
12:30 – 12:45 p.m.	<i>Conference Summary and Identification of Next Steps for the Development of the Whole Building Energy Performance Rating Tool</i>  Stuart Brodsky, US EPA ENERGY STAR
12:45 p.m.	Thank you and Adjourn