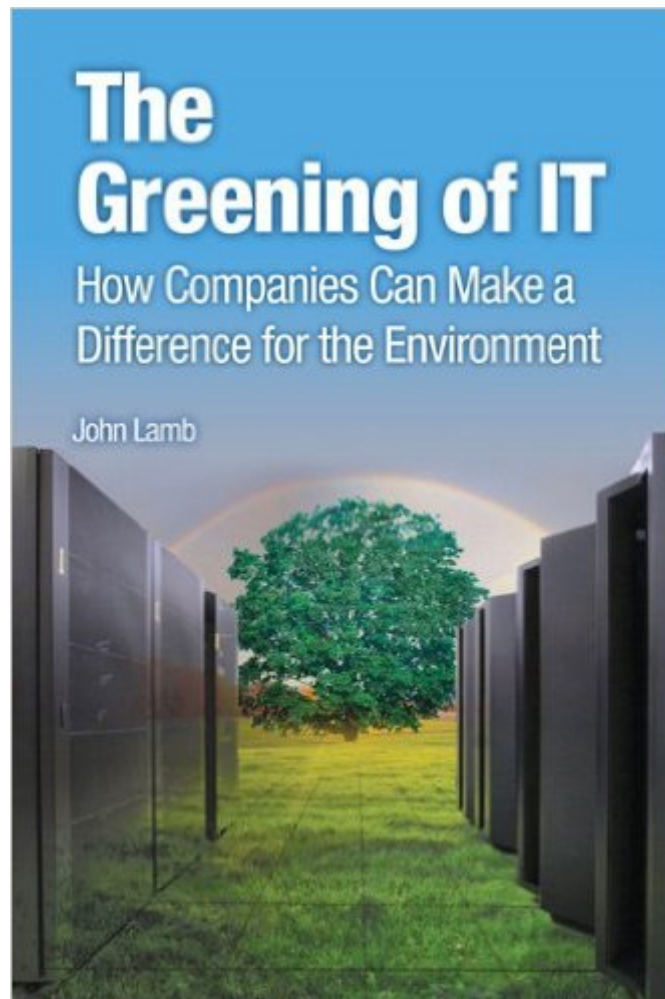# The Greening Of IT: How Companies Can Make A Difference For The Environment

Synopsis

The Greening of IT offers clear, business-focused coverage of both the benefits and roadblocks of moving to green IT. Lamb discusses internal organizational obstacles, as well as regulations, energy cost shifts, and utility rate incentives that can help companies move towards green IT. You'll find specific how-to guidance on everything from measuring energy usage and optimizing data center cooling equipment through leveraging virtualization. Lamb also presents detailed, up-to-the minute green IT case studies - including utilities, universities, and companies of all sizes, worldwide. He concludes by previewing emerging trends in green IT and identifying "on the horizon" opportunities businesses should be monitoring and preparing for.

Book Information

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Customer Reviews

Dr. John Lamb has a Ph.D. in engineering science, which is quite apparent in reading his book, "The Greening of IT." This book provides a welcome relief from the many books that center around virtualization as the panacea for energy utilization. While "The Greening of IT" does have virtualization as one of the steps required for lowering energy utilization, it takes an engineering approach. He says, "This book provides details on the importance of implementing green IT....and especially the case studies for `lessons learned' and the best practice approaches for implementing green IT." Dr. Lamb provides a global view of Green IT. This is appreciated as he puts Green IT in a world-wide perspective, detailing why we need to save energy. The global view of Green IT continues by placing it squarely in the roadmap for "reducing greenhouse gases which, in turn, can

help reduce global warming," a goal for both the United Nations (UN) as well as the White House. Throughout the book are sprinkled engineering explanations such as the difference between volts, watt, amps, KWHs and voltage levels. As another example, Dr. Lamb's explanation of "Data Center Cooling Basics" clarifies HVAC systems, the cooling equipment, and new technology (such as stored cooling, thermal storage systems, and phase change materials. Dr. Lamb uses IBM's 5-step program for datacenter efficiency: diagnose, manage and measure, use energy-efficient cooling, virtualize, and build new or upgrade facilities when feasible. Then there are two sections which I have not found in other books: (1) tuning your applications to require less CPU and (2) Greening your laptop.

It is said that `Green is Red Hot'! I became an ISEB certified Green IT Professional in 2010. At that time, I was looking for good reference material on the topic of Green IT as I was invited to teach a course on Green practices, to the students of business management, in one of the key institutes offering masters degree course in business management. After much search, I chanced upon this book by Dr. John Lamb and that was the end of my search! Today, as a researcher, writer and speaker in Green IT, Dr. John Lamb's book continues to be a prominent primary reference for me on the topic. The best part is that this book was produced using paper made with 30% post-consumption recycled fiber. This is what it truly `walk the talk'. I like the structure of the book and Dr. Lamb's presentation style. He uses a clear, concise and simple language to introduce the key topics in Green IT. Very aptly, the book starts with the need for Green IT and the basic elements of Green IT. Importance of `green data centers' is also explained. Being from the prior background of measurements and metrics in quality assurance, I most enjoyed reading the chapter on `energy use metrics' (Chapter 7). Energy efficiency rating explained is Chapter 5, makes interesting reading. The repertoire of rich cases studies provide on the various implementation aspects of Green IT is the crowning glory of the book (Chapter 9, Chapter 10 and Chapter 11). Dr. Lamb has brought for the significance of `cloud computing' in view of `Green' in Appendix B - as a Green IT researcher I find that most useful for my work. All the appendices of the book contain extremely useful information. For example - Energy engineers would appreciate Appendix C in which various methods of power generation are presented.

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