

EDITION 23 | August 2011



Dear readers,

For many years now, SCHNABEL AG has been advocating energy efficiency and economic consciousness in the IT and data center industry. In 2011, nothing has changed about that. In this issue of the *flash* we are therefore able to present you a new, energy saving method for cooling data centers, which has been developed by our engineers and is already being successfully used. Furthermore, we report on our efforts to promoting economic consciousness at international conferences of the branch.

Our Indian subsidiary SCHNABEL DCCI Pvt. Ltd. also has great news to announce. It will take part in planning the world's third largest data center as a peer review consultant.

Furthermore, SCHNABEL academy's roadshow "Datacenter Update" has entered its second year of activity. In 2011 leading experts will inform you about current trends and visions in the data center industry in six cities throughout Germany. Four events of the free roadshow are yet to come.

Now enjoy the read of our *flash*-newsletter.

Sincerely,

A handwritten signature in black ink, appearing to read 'B. Birkelbach', written in a cursive style.

Berthold Birkelbach  
Chief Executive Officer  
SCHNABEL AG

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We are strengthening our dialogue with customers and employees. Come visit us on the social-web, too



## NEWS

### [SCHNABEL DCCI Appointed Peer Review Consultant by Tulip for World's Third Largest Data Center](#)

Tulip Telecom reinforces SCHNABEL DC's Leadership in Specialist Data Center Consulting

SCHNABEL DC Consultants India Pvt. Ltd. (SCHNABEL DCCI) has been appointed by TULIP Telecom Limited (Tulip) as a peer review consultant for their new Data Center. SCHNABEL DCCI will help build India's largest and the world's third largest Data Center in Bangalore. [read more...](#)

### [Heat Recovery – SCHNABEL AG presses ahead with “Green IT”](#)

Engineers develop method to minimize primary energy consumption

Apart from the final consumer, data centres are the biggest “power guzzlers” of the IT branch. All over the world, energy that is required for data centres, their cooling and supplies increases rapidly. The engineers of SCHNABEL AG have now developed a method for cooling data centres, that allows reducing their power consumption drastically – a new step towards “Green IT”. [read more...](#)

## SCHNABEL DCCI takes a stand for green Data Centers

Member of SCHNABEL Group takes part in the discussion on more energy efficiency in the ICT-industry

SCHNABEL DC Consultants India Pvt. Ltd. is actively engaged in promoting environmental awareness in the Indian IT and Data Center Industry at conferences and workshops. Therefore, Shaheen Meeran, Managing Director of SCHNABEL DCCI participated in the "Green Data Centers" - congress in Bangalore and the workshop "Corporate Action Plan on Climate Change: ICT as a Game Changer" in New Delhi. [read more...](#)

## SCHNABEL academy extends BICSI-seminar

Up to date standards and highest practical relevance

Education with maximum actuality – immediately after the publication of the „ANSI/BICSI 002-201 1 Data Center Design and Implementation Best Practices“-standard, SCHNABEL academy updated its „Data Center Best Practices“-seminar and used the opportunity to increase practical relevance with more case-studies. [read more...](#)

## Datacenter Update 2011 – Second series of SCHNABEL academy’s roadshow

Experts impart latest news and knowledge on data centers

Proven concept – new name. „From experts to experts“ is the motto for this year’s series of SCHNABEL academy’s roadshow "Datacenter Update 2011". It invites to a total of six free events throughout Germany [read more...](#)

## SCHNABEL AG at EXPO REAL

Visit us at the exhibition stand of the Engineering Consultants Association VBI

SCHNABEL AG will be present at the EXPO REAL in Munich again this year. From 4th to 6th October it will exhibit at the joint stand organized by the VBI. [read more...](#)

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## SCHNABEL DCCI APPOINTED PEER REVIEW CONSULTANT BY TULIP FOR WORLD'S THIRD LARGEST DATA CENTER

Tulip Telecom reinforces SCHNABEL DC's Leadership in Specialist Data Center Consulting

SCHNABEL DC Consultants India Pvt. Ltd. (SCHNABEL DCCI) has been appointed by TULIP Telecom Ltd. (Tulip) as a peer review consultant for their new Data Center SCHNABEL DCCI will help build India's largest and the world's third largest data center in Bangalore.

The Tulip Data Center will be spread across 900,000 square feet with an approximate investment of INR 9 billion (approx. € 136 million) spread over 3 years.

With a proven track record of design and planning expertise in Data Centers of large scale, SCHNABEL DCCI is in a unique position to advise Tulip on the best ways to set up a Data Center to global standards of quality and efficiency. This will be done by SCHNABEL DCCI through the review and validation of the Data Center design proposed by the designated Consultant for this Data Center.

"SCHNABEL DCCI is delighted to partner with a leader like Tulip in this landmark project" said

Shaheen Meeran, Managing Director, SCHNABEL DC Consultants India. "We look forward to this great opportunity of creating a world class facility in India", added Frank Urban, COO, SCHNABEL AG.

Tulip Telecom Ltd. is India's leading Enterprise Communications Service provider. The Company's data network has the largest reach of over 2,000 locations in India and partnerships to reach every part of the world.



source:istockphoto

## HEAT RECOVERY – SCHNABEL AG PRESSES AHEAD WITH „GREEN IT“

Engineering office develops method to minimize primary energy consumption.

Apart from the final consumer, data centres are the biggest “power guzzlers” of the IT branch. All over the world, energy that is required for data centres, their cooling and supplies increases rapidly. The engineers of SCHNABELAG have now developed a method for cooling data centres that allows reducing their power consumption drastically – a new step towards “Green IT”.

Between 20 and 30 per cent of data centres’ energy costs are incurred by their cooling. Environment-friendly methods, which produce cooling energy cost-effectively and efficiently, can help to cut operational costs. SCHNABEL AG’s new method of heat recovery is able to even halve the power consumption for cooling. Heat recovery uses the free waste heat of servers, turns it into thermal energy, which is then reintroduced into the heating system. Thus, further rooms, offices or control rooms are heated by means of cooling, using renewable energy. The engineers of SCHNABELAG are now using modern machines with a special feature: instead of working with the usual mixture of glycol and water, pure water is used in the heat recovery system. This is cheaper and does neither contain hazardous materials nor chemical additives. Next to the environmental sustainability, the method also offers economic advantages as investments in restraint systems for the hazardous materials are cut. Furthermore, the waste heat can be dissipated more efficiently with water than

with conventional glycol mixtures. This again reduces the energy consumption for refrigeration. With regard to data centres, SCHNABELAG is a pioneer of this method. The German Central Bank is the first customer that will benefit from the technique in their new data centre in Frankfurt am Main. The building has been topped out in February 2011.



source:istockphoto

## SCHNABEL DCCI TAKES A STAND FOR GREEN DATA CENTERS

Member of SCHNABEL Group takes part in the discussion on more energy efficiency in the ICT-industry

SCHNABEL DC Consultants India Pvt. Ltd. is actively engaged in promoting environmental awareness in the Indian IT and Data Center Industry at conferences and workshops. Therefore, Shaheen Meeran, Managing Director of SCHNABEL DCCI participated in the “Green Data Centers” congress in Bangalore and the workshop “Corporate Action Plan on Climate Change: ICT as a Game Changer” in New Delhi.

The high energy consumption of the Indian IT infrastructure demands quick action and innovative thinking of all persons responsible. SCHNABEL DCCI wants to support the process of greening the ICT industry with the knowledge of its engineers. Thus, Shaheen Meeran chaired the Operation and Maintenance track of the “Green Data Centers”-conference of the *Confederation of Indian Industry* on 29<sup>th</sup> April. The congress dealt with the impact of the worldwide data explosion, the growing energy consumption and the resulting requirements on energy efficiency of Data Centers. Seen from this angle, three

speakers used the Operations and Maintenance track to discuss Benchmarking Strategies, future trends in Data Center Operation and techniques for retrofitting existing Data Centers.

Furthermore, Shaheen Meeran participated in the third Stakeholder Consultation Workshop “Corporate Action Plan on Climate Change: ICT as a Game Changer”. The workshop was organized by TERI-BCSD India (*Business Council for Sustainable Development*) and NASSCOM, the premier trade body and the chamber of commerce of the IT -BPO industries in India. Representatives of the ICT -industry discussed necessary steps and methods to reduce Indian carbon emission and react on climate change. SCHNABEL DCCI suggested the commission of an award promoting the “Green IT Company of the Year” and the “Green Data Center of the Year” in order to create more incentives.



photo: in the center, Shaheen Meeran, source: SCHNABEL DCCI.

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## SCHNABEL ACADEMY EXTENDS BICSI-SEMINAR

Up to date standards and high practical relevance

Education with maximum actuality – immediately after the publication of the „ANSI/BICSI 002-2011 Data Center Design and Implementation Best Practices“-standard, SCHNABEL academy updated its “Data Center Best Practices“-seminar and used the opportunity to increase practical relevance with more case-studies.

Four years ago, SCHNABEL academy developed the seminar “Data Center Best Practices“, together with the globally accepted American organization *Building Industry Consulting Services International* (BICSI). Based on the international standard “ANSI/BICSI 002“, which has been certified by the *American National Standards Institute* (ANSI), the seminar provides all relevant basic knowledge and methods for designing and building data centers.

In March 2011, an internationally staffed expert group of BICSI, in which SCHNABELAG was represented by Dipl.-Ing. Arch. Volkmar Bend, published an update of the standard: “ANSI/BICSI 002-2011 Data Center Design and Implementation Best Practices“. The update has immediately been implemented in the BICSI-seminar, so that SCHNABEL academy is able to continuously guarantee maximum actuality of its seminars. In the course of updating the class, more case-studies have also been included into its practical part in order to facilitate the internalization of the contents.

During the four-day seminar, three days deliver all necessary resources for the work on data center projects. Questions on ideal locations, planning of mechanical and electronic systems, architectural planning, availability, fire control, protection and security are discussed. Further data center standards – TIA, CENELEC, ISO/IEC – will also be addressed. The fourth day is fully dedicated to practical work. Therefore, the seminar takes

places in the world’s only DataCenterModel. At the end of the seminar, all participants take an online-exam. After passing it, they will receive a BICSI-certification, guaranteeing and attesting a standard of knowledge according to the globally accepted BICSI-standard. In Germany, SCHNABEL academy offers this seminar exclusively.

Furthermore, an expert group is currently preparing a professional qualification as Data Center Design Professional, which will be based on the ANSI/BICSI 002-2011 standard, too. SCHNABEL AG is actively involved in the expert group.

BICSI was founded in Tampa, Florida in 1973. The organization sets standards in knowledge management, postgraduate training, operating cycles and information in the IT industry. It offers trainings and certifications, publications and conferences and thus brings more knowledge and transparency into the branch.

For further information and enrollment, please visit

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## DATACENTER UPDATE 2011 – SECOND SERIES OF SCHNABEL ACADEMY'S ROADSHOW

Experts impart latest news and knowledge on data centers

Proven concept – new name. „From experts to experts“ is the motto for this year's series of SCHNABEL academy's roadshow "Datacenter Update 2011". It invites to a total of six free events throughout Germany.

With this roadshow, SCHNABEL academy and its seven partners offer the opportunity to catch up on current issues, trends and visions regarding data centers. Chaired by Thomas Wawra, Managing Director of SCHNABEL academy, leading experts will discuss international standards, current and future challenges such as technical issues concerning infrastructure, cabling, early fire detection, building automation, monitoring and cooling systems. All participants get the chance to look behind the scenes of the various partners, swap ideas with other experts and expand their professional network.

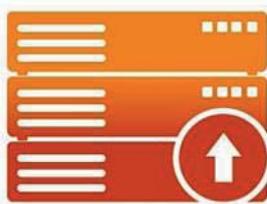
For the opening of this year's roadshow, 65 persons came to Neuss on July 12<sup>th</sup>. On July 26<sup>th</sup> an event in Munich-Unterhaching followed. The

four remaining events will take place in Hanover, Mainz, Dresden and Stuttgart. More than 400 people attended the roadshow last year. In 2011, SCHNABEL academy expects about twice as many. "We received consistently positive feedback on the first two events", explains Thomas Wawra. "That is why we will continue to organize the roadshow in 2012 and 2013."

For further information on dates, the program and speakers, please visit

[www.datacenterupdate.de](http://www.datacenterupdate.de)

The partners of SCHNABEL academy: APC by Schneider Electric, Econdition GmbH, IBM, Wagner Group, Rosenberger OSI, Unifair, QHi-Group.



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## SCHNABEL AG AT EXPO REAL

Visit us at the exhibition stand of the Engineering Consultants Association VBI

SCHNABEL AG will be present at the EXPO REAL in Munich again this year. From October 4<sup>th</sup> to 6<sup>th</sup> it will exhibit at the joint stand organized by the VBI.

The largest trade fair for industrial buildings and investments, EXPO REAL, will be held for the 14<sup>th</sup> time this year. More than 1.600 exhibitors and nearly 37.000 experts from all sectors of the building industry will meet on 64.000 sqm: investors and financiers, project developers and projects managers, consultants and brokers, corporate real estate managers and expansion managers, architects and planners as well as contacts from towns and economic regions. Additionally, current trends and innovations in the markets will be discussed in more than 100 expert talks and five forums with 400 speakers.

The representatives of SCHNABEL AG are looking forward to a lively exchange of ideas and intensive discussions with customers, partners and new contacts.

You will find our exhibition stand in hall B2, stand no. 042.

More information:  
[www.exporeal.net](http://www.exporeal.net)



photo: EXPOREAL2010, source: EXPO REAL; Lukas Barth