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Upcoming Events

Muscular Dystrophy Association (MDA) Lock-Up — April 10, 2008

Will you help us post bond? Lynnette Peterson will be put in jail for the MDA Lock-Up. **We still need your help to raise our bail of \$1,600 before the Lock-Up.**

Your 100% tax-deductible donation will help MDA continue research into the causes of and cures for 43 neuromuscular diseases. Your support of MDA Lock-Up will also help MDA provide wheelchairs, clinic visits and summer camp for people in our local area.

Contribute to our bail by donating to MDA via check or credit card. You can mail your donations to our office, Attention: Lynnette Peterson. Please use our email attachment (MDA form) for credit card donations.



Maximum-Appreciation Facility: Bonefish Grill

Time of Lock-Up: 3:00 pm

WELCOME

Andy Marcus

Andy has joined our sales team as an Outside Sales Representative. He has 10 years of experience in the IT industry with past experience working for HP and Insight.

Superhero Tryouts — May 21, 2008

Be a hero by solving your company's business challenges. Mark your calendars for this fun event so you can rescue your network from danger.

One of the Microsoft Across America Trucks is coming to Des Moines and we have it reserved for our event on May 21. In addition to live demos on the truck, there will be presentations by IBM and Extreme Networks. Registration details coming soon!



Going Green: Challenges & Rewards

Environmental Awareness & Efficiency Are All The Rage, But Is "Green" The Right Strategy For Your SME?

Product manufacturers and major corporations seem to be painting themselves greener every day—announcements about "green" initiatives and designs are increasingly trumpeted, due in large part to increased demand for more efficient data center products and services.

Beyond the hype and hope, though, going green has a number of challenges and rewards that will require each data center to evaluate the strategy for individualized long-term effectiveness, not just short-term advantages.

Thinking Green

As a term, "greening" the data center encompasses more than one strategy. Unlike "green" initiatives in the consumer market that include buying recycled materials and reducing the use of pesticides and chemicals, a green data center is focused primarily on making centers more efficient so they don't use unnecessarily large amounts of power.

Also part of the green movement is equipment refurbishing, which prolongs the life of technology such as servers and adheres to landfill regulations regarding computer equipment and monitors.

Data centers of every size have been considering implementing at least some green strategies through investing in virtualization, purchasing technology that promises more efficient power flow, or overbuilding centers to allow for better heat dissipation.

Big Benefits

Many experts have touted the rewards that come with a greener data center. On a larger scale, more efficient data centers would be less taxing on city and state power supplies. At a company level, better server strategies, such as virtualization, would result in less space needed and lower operating costs, notes John Baschab, author of "The Executive's Guide to Information Technology."

"People are going to get very serious about power savings, 'green' initiatives, and server compaction via virtualization, and these are all related," he says. "You get a double benefit in the data center because every watt of power consumption reduced also reduces cooling needs by a watt."

Looking ahead, SMEs may find themselves bolstered by regulations designed to address data center power issues. In August of last year, the U.S. Environmental Protection Agency issued a report to Congress that outlined the need for energy-efficient improvements in data centers. The EPA doesn't believe companies need to wait for more technology to be developed in order to see energy and budget savings now.

"Existing technologies and design strategies have been shown to reduce the energy use of a typical server by 25% or more," the report notes. "Even with existing IT equipment, implementing best energy-management practices in existing data centers and consolidating applications from many servers to one server could reduce current data center energy usage by around 20%."

Challenge Round

Like any major strategy, green initiatives also present some challenges in implementation. For SMEs, one consideration could be cost; although tactics might promise savings in the long run, upfront costs might include new construction to build out a data center, hiring an equipment disposal firm, and buying new servers that can handle virtualization.

Another factor may also be training in areas beyond IT management because data center managers are now being asked to understand heating, air conditioning, and ventilation issues. Becoming well-versed in HVAC could be daunting for IT departments that are already overtaxed with daily tasks and upkeep.

With virtualization, some companies may find it challenging to provide sufficient network and storage connectivity, which allows for maximum flexibility on virtual machine deployments, according to Jon Toor, vice president of marketing at Xsigo (www.xsigo.com).

Xsigo recommends several tactics for eliminating the issues that limit flexibility, Toor notes, including consideration

Going Green: Challenges & Rewards

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of virtual I/O, which includes putting multiple connections on a single cable. "This ensures security for multiple applications per server without creating cable bloat," says Toor.

Companies trying to go green could also get mired in trying to define energy efficiency—complex systems that involve multiple systems can make definitions difficult. "Energy efficient" is usually defined based on service output with less energy input, but usage of service might vary during the day or according to which applications are running. Because of this, SMEs may need to create their own standard definitions of productivity rather than relying on manufacturer-produced statements of efficiency.

Internal company organization is yet another challenge that has to be addressed. In the EPA report, the agency cited "split incentives" as a barrier in some companies. "In many data centers, those responsible for purchasing and operating the IT equipment are not the same people that are responsible for the power and cooling infrastructure, who in turn typically pay the utility bills," the report notes. This situation leads to a split incentive, in which those who are able to control the energy use of the IT equipment don't have much incentive to change.

Finally, there is risk aversion, the EPA adds. Changes always bring the potential for downtime, particularly if an aggressive new strategy is being implemented. The EPA report notes: "Energy efficiency is perceived as a change that, although attractive in principle, is of uncertain value and therefore may not be worth the risk."

The agency hopes this perception might change, though, and in the future, the challenges may be minimized by government-sponsored changes such as better product labeling, commercial building technical assistance, and financial incentives for energy companies to help their customers build more efficient data centers.

by Elizabeth Millard

Source: Processor, January 18, 2008

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Reduce Energy Costs and Go Green with VMware

Reduce the energy demands of your datacenter by right-sizing your IT infrastructure through consolidation and dynamic management of computer capacity across a pool of servers. VMware virtualization delivers the resources your infrastructure needs and enables you to:

- Reduce energy costs by 80-90%.
- Power down servers without affecting applications or users.
- Green your datacenter while decreasing costs and improving service levels.

Join thousands of VMware customers who have reduced their energy costs while improving the flexibility and reliability of their IT infrastructure. Calculate your potential savings and environmental impact with our green calculator.

Increasing Energy Efficiency with Virtualization

Energy consumption is a critical issue for IT organizations today, whether the goal is to reduce cost, save the environment or keep your datacenter running. In the United States alone, datacenters consumed \$4.5 billion worth of electricity in 2006. Industry analyst Gartner¹ estimates that over the next 5 years, most enterprise data centers will spend as much on energy (power and cooling) as they do on hardware infrastructure.

Save Energy by Eliminating Underutilization and Server Sprawl

VMware customers reduce their energy costs and consumption by as much as 80-90% through virtualization. Most servers and desktops today are in use only 8-15% of the time they are powered on, yet most x86 hardware consumes 60-90% of the normal workload power even when idle. VMware virtualization has advanced resource and memory management features that enable consolidation ratios of 15:1 or more which increase hardware utilization to as much as 85%. Once virtualized, a new feature of VMware Distributed Resource Scheduler (DRS) called Distributed Power Management (DPM) monitors utilization across the datacenter and intelligently powers off unneeded physical servers without impacting applications and users. With VMware virtualization customers can dramatically reduce energy consumption without sacrificing reliability or service levels.

Reduce the Environmental Impact of IT

Beside the company bottom line effect, virtualization is positively impacting the environment. Gartner² estimates that 1.2 million workloads run in VMware virtual machines, which represents an aggregate power savings of about 8.5 billion kWh—more electricity than is consumed annually in all of New England for heating, ventilation and cooling.

While this is a good start, there are plenty of opportunities for saving even more energy, and money. Analyst firm IDC³ states that the un-utilized server capacity equates to approximately:

- \$140 billion
- 3 years supply of hardware
- More than 20 million servers.

At 4 tons of carbon dioxide (CO₂) annually per server, these un-utilized servers produce a total of more than 80 million tons of CO₂ per year. This is more than is emitted from the country of Thailand and more than half of ALL countries in South America.

¹Source: Gartner, Inc. "Eight Critical Forces Shape Enterprise Data Center Strategies" by Rakesh Kumar, 02/08/07

²Source: Gartner, Inc. "Gartner Says Agility Will Become the Primary Measure of Data Centre Excellence by 2012", 10/24/07

³Source: IDC, "Enterprise Class Virtualization 2.0 Application Mobility, Recovery, and Management", Doc # DR 2007_5MEW, February 2007

Local Seminar: From Here to Sustainability

The Profit (and Pitfalls) of Environmentally Responsible Business

Guest Speaker: Joel Makower

It seems that every company is “going green” these days. Learn how today’s leading companies are integrating environmental thinking into their operations in a way that creates lasting business value.

As a writer and strategist on green business practices, Joel Makower has worked with some of the leading companies and brands, including Clifbar, Clorox, GE, GM, Hewlett Packard, Nike, and Stonyfield Farm. He is chairman and executive editor of Greener World Media, a media company that produces the acclaimed business-to-business sites GreenBiz.com, ClimateBiz.com, and GreenerBuildings.com; co-founder of Clean Edge, a clean-tech research and publishing firm; and senior advisor at GreenOrder, a sustainability strategy firm. He also writes “Two Steps Forward,” a popular blog on green business, clean technology, and green marketing.

Wednesday, April 16
11:30—1:00
The Meadows Ballroom
Prairie Meadows Racetrack and Casino
Altoona

Cost: \$25 per person

Hosted by: The Greater Des Moines Partnership
Metro Waste Authority
Prairie Meadows
Iowa-Des Moines Supply, Inc.
Barker Lemar Engineering Consultants



Whatever you do,
do more of it in
Des Moines.

For event information and registration, go to www.desmoinesmetro.com/events or contact Jessica Walter at 515-286-4924.

Additional website links:

www.makower.com	Joel Makower’s home page
www.greenercomputing.com	Covers a variety of topics like data centers, servers, desktops & laptops, asset management, e-waste & recycling, virtualization, energy & HVAC

Dell’s Acquisition of EqualLogic

In January Dell announced the completion of its \$1.4 billion acquisition of EqualLogic, a leading provider of high-performance storage area network (SAN) solutions designed for virtualization and ease-of-use. The purchase extends Dell’s leadership in simplifying IT for customers and partners.

Dell plans to preserve and build on EqualLogic’s successful channel program in addition to offering products directly from Dell. Starting today in the United States and ultimately around the world, current EqualLogic partners will be enrolled into Partner Direct and eligible for Dell’s newest certification—Enterprise Architecture. Dell modeled its certification requirements and benefits on EqualLogic’s widely-regarded channel program and include access to Dell’s full server and storage product lines.

“The channel is critical to our go-to-market strategy, and we are committed to our partners’ continued success,” said Bob Skelley, director Americas Channel Group. “This is just the beginning. Dell will continue to innovate and differentiate to earn the business of our channel partners.”

For additional information, go to www.dell.com/storage.

NetWorks, Inc. already had established partnerships with Dell and EqualLogic before the acquisition. We are looking forward to continuing the relationship. Contact us if you would like more information about Dell EqualLogic PS Series storage arrays.

About Us

NetWorks, Inc. is a leading provider of computer networking and hardware procurement services for the Des Moines metropolitan area as well as for other areas of the Midwest. Our experienced staff can help you with any of your company's information processing needs. We specialize in local and wide area networking with extensive experience working with Novell and Microsoft. NetWorks, Inc. was founded in 1994 and has a staff of certified systems engineers that are available 24 hours a day. We value our client relationships and are dedicated to providing complete network solutions.

NetWorks, Inc. works with IT professionals to help support technology solutions that are critical to your organization's success. Our team is good at asking questions. It's the way we learn about the unique challenges your company faces. And because we serve a diverse group of businesses, we have experience enough to know it is rare that two companies require exactly the same solution. Our technical resources, experience, and creativity are unmatched.

Why not put us to work finding a solution for you? Let our experienced team help you solve your IT problems. We are locally owned and operated.

Contact Us

To request more information, please call or email us at: sales@networks-inc.com.

We would like to hear from you! Let us know your thoughts on this newsletter and what you would like to see in future newsletters.

To be removed from our mailing list, call 515-221-1290 or send an email to aliciam@networks-inc.com and type "Unsubscribe" in the subject line.

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Preferred Partners

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Akonix	Juniper
Apple	LeftHand Networks
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Dell	ScriptLogic
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