

News Release



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*Vice President of marketing for Cisco Systems Inc
Marie Hattar*

CDI REVEALS PRACTICAL TIPS FOR MAKING DATA CENTERS GREENER

Teterboro, New Jersey – August 2009 – Computer Design & Integration LLC, (CDI) shares a wealth of best practices for applying Green IT strategy in the data center with the September 2009 release of a new book, "Foundations of Green IT – Consolidation, Virtualization, Efficiency and ROI in the Data Center."

"Foundation of Green IT" was written by CDI Chief Technology Officer Marty Poniatowski and the IT services company's other experts in server and desktop consolidation and virtualization, and power and cooling design. While some statistics suggest the average data center is only 30 percent energy efficient, CDI shows businesses real ways they can buck this trend by applying mainstream information technology, and power and cooling technology. The lessons shared are based on real-world case studies from CDI's 15 years in the data center business.

"There's a lot of talk about green these days, but Marty takes us from ideas and ideals to actions and accountability," writes Marie Hattar, vice president of marketing for Cisco Systems Inc., in her early praise for the book. "Information Technology (IT) might only account for two percent of the earth's carbon emissions, but its ability to have broad impact well beyond IT is huge. This book gets us thinking and acting in the right direction."

CDI's strong alliances with leading technology suppliers in virtualization, core network infrastructure and storage consolidation, including Advanced Power Conversion Corp. (APC), EMC Corp., VMware Inc. and Cisco Systems Inc., are key to its practical perspective on Green IT.

"Green IT is compelling for a variety of reasons, including all of the savings that businesses can realize in the areas of power, cooling, and floor space," says CDI's Poniatowski. "In 2009, no one embarks on a new project without a quick ROI, so we have made sure to touch on that theme extensively. The Green IT philosophy is part of all the technology services we offer in the course of day-to-day business at CDI, so every section includes practical information about which we are industry experts."

Prior to joining CDI, Poniatowski spent 20 years as a principal solution architect and published author with Hewlett-Packard Co. "Foundations of Green IT" is broken into four sections: Server consolidation projects; backup, recovery and archive design; improving network component efficiency; and how IT industry trends such as cloud computing could impact corporate data centers.

To see an excerpt from the book, please visit www.cdillc.com and click on the book cover. For additional information or to schedule a meeting to review the book and its contents in more detail, call 201-426-9282.

Marty Poniatowski, and CDI's technology partners, will be coming to your area in the upcoming months. Be sure to attend one of CDI's hosted Green IT educational sessions to discuss Green technology trends, best practices, and data center consolidation successes with your peers.

Computer Design and Integration LLC (CDI), which makes its corporate headquarters in Teterboro, N.J., provides comprehensive and innovative technology infrastructure services that solve complex business challenges. Founded in 1995, more than 80 percent of its 500 customers hail from the financial services, pharmaceutical, healthcare, retail, and media and entertainment industries. Close to 85 percent of these relationships are ongoing.

For more information, visit CDI on the web at www.cdillc.com.

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