



## Summary

**The German Data Center Award (Deutscher Rechenzentrumspreis) will be awarded on 29.03.2012 as part of the event „future thinking“**

### Hosted by

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If you have any questions (uncertainty with category to participate, formalities etc.) please contact us.

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## Category 1: Visionary Data Center Architecture

In this category we are looking for new architectural solutions for Data Center Buildings, which are forming a perfect fusion of structure and technology. Expected are new, creative, unconventional solutions, which are representing how the Data Center in 2030 or 2050 could look like. No current or known plans can be considered.

Requirements: Provided is an IT area (excluding equipment) of approximately 1.000 m<sup>2</sup> (about 10.764 sq. ft). Power demand from the system should be about 2.000 W/m<sup>2</sup>. The Data Center itself should be implemented in a Central European climate.

The focus is not to conduct equipment performance analysis or to develop already existing concepts, but nevertheless the projects should be theoretically possible and feasible in practice.

(Example: 2 MW IT performance can not be generated with 100 m<sup>2</sup> of solar panels – the design of such a concept can not be possible).

This category appeals to all students of architecture and engineering. Professionals in the technical trades, such as Data Center-engineers, who can represent their ideas architecturally are also welcome to apply.

## Category 2: Energy-Efficient and Resource-Efficient Data Centers

The category 2 “Energy-Efficient and Resource-Efficient Data Centers” is aimed at Data Center operators who have their data centers build in order to reduce total energy consumption and pursue a sustainable use of resources. At this point both energy-saving measurements and ideas in the electronic data processing itself, such as power supply, air supply and other trades as well as in the use of renewable energy and energy from heat recovery ventilation will be considered. Important is not only the PUE value or another indicator of energy efficiency, but also integral and cross-functional solutions and methods.

Eligible are projects where Data Centers are already in use or at least will be put into operation by 25th of March 2012 (otherwise see Category 8).

Furthermore the solution should not have been used on the market before 1st of January 2011.

## Category 3: Data Center Software

The category 3 “Data Center Software” includes innovative solutions and product ideas in monitoring, controlling and regulation of Data Center Operations (not in terms of Data Center security – protection against attacks).

Submissions must have been designed specifically for use in a Data Center or for a Data Center Operations. Main purpose of the submissions should be to reduce investment costs and/or to simplify Data Center Operations and/or should be designed in order to become safer, secure and efficient (not only energy-efficient). Under this category fall product innovations for Data Center – management software, Data Center analysis tools, integral monitoring tools and similar solutions.

Eligible are projects where the application or solution has been implemented or at least been in use as a prototype (due date: 25th of March 2012, otherwise see category 8).

## Category 4: Data Center Power Engineering (Energy Technology)

The category 4 “Data Center Energy Technology” includes innovative solutions and product ideas in electrical engineering or in the power supply which already have been in use in a Data Center itself or in a Data Center Operations and provide in their combination investment costs reduction and/or simplification of Data Center Operations and/or make it safer, cheaper or more efficient (not only energy-efficient).

In addition to product innovation in uninterruptible power supply technology (UPS – Technology), energy storage, emergency power systems or in switch technology, other solutions in the field of modern network systems/bonded systems (for example Cogeneration (CHP), gas turbines etc.) or any other similar solutions can be submitted.

Eligible are projects where the application or solution has been implemented or at least been in use as a prototype (due date: 25th of March 2012, otherwise see category 8). Furthermore the solution should not have been used on the market before 1st of January 2011.

## Category 5: Data Center Air Conditioning and Cooling Systems

The Category 5 “Data Center Air Conditioning and Cooling Systems” includes solutions and product ideas from Air Conditioning and Cooling Technology, which already have been in use in a Data Center itself or in a Data Center Operations and provide in their combination investment costs reduction and/or simplification of Data Center Operations and/or make it safer, cheaper or more efficient (not only energy-efficient).

In addition to product innovation in the circulating air-cooling technology, refrigeration or cooling systems, this contains modern thermodynamic solutions, HVAC composite systems and similar solutions.

Eligible are projects where the application or solution has been implemented or at least been in use as a prototype (due date: 25th of March 2012, otherwise see category 8). Furthermore the solution should not have been used on the market before 1st of January 2011.

## Category 6: Data Center Security

The Category 6 “Data Center Security” includes solutions and product ideas from the field of safety engineering and fire protection technology which have been already in use in a Data Center itself or in a Data Center Operations and provide in their combination investment costs reduction and/or simplification of Data Center Operations and/or make it safer, cheaper or more efficient (not only energy-efficient).

In addition to product and software innovations in the monitoring, the intrusion detection and access control technology this category includes fire detection and fire fighting equipment.

Eligible are projects where the application or solution has been implemented or at least been in use as a prototype (due date: 25th of March 2012, otherwise see category 8). Furthermore the solution should not have been used on the market before 1st of January 2011.

## Category 7: IT Data Center and Network Infrastructure

The category 7 “IT Data Center and Networking Infrastructure” includes innovative solutions and product ideas from the field of active components, including both servers and storage systems as well as passive and active network components.

The submissions in it’s objective should simplify Data Center Operations. Software solutions are possible as well.

The aim of the submissions is to simplify Data Center Operations, make it safer, cheaper or more efficient (not only energy-efficient). Software solutions are welcome as well.

Eligible are projects where the application or solution has been implemented or at least been in use as a prototype (due date: 25th of March 2012, otherwise see category 8). Furthermore the solution should not have been used on the market before 1st of January 2011.

## Category 8: All About Research and Ideas at the Data Center

This category includes all ideas, research results and new developments all around Data Center, which have not been implemented or been used yet.

Expected are results from the study thesis (such as Diploma, Bachelor and Master Thesis) and study works from the field of research and development, which have the potential to reduce investment costs and/or to simplify Data Center Operations and/or should be designed in order to become more secure and efficient.

Ideas are also approved, where feasibility will not necessarily be detected. However the projects should be theoretically possible and aligned with a general convertibility into practice.

All scientific works, publications, ideas or prototypes submitted for this category may not be published before 1st of January 2011.

In this category are expected or possible similar ideas, approaches or solutions, such as those for categories 2 to 7. However these may not be implemented yet.

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*You can order the complete participation papers here:*  
[www.future-thinking.de/teilnahme](http://www.future-thinking.de/teilnahme)

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### HOW TO PARTICIPATE:

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- Order the participation papers:  
[www.future-thinking.de/teilnahme](http://www.future-thinking.de/teilnahme) · [drzp@future-thinking.de](mailto:drzp@future-thinking.de)
- Fill out the formalities completely (in German)
- Send the papers back until 31.12.2011