

H&M Awarded Green Data Center of the Year in Sweden

- *The Swedish Energy Agency is named Green Innovator of the Year*

Coromatic, Sweden based experts in IT continuity, have awarded the prize Green Data Center of the Year 2010 to international fashion group H&M. H&M receives the award for its data center for global systems in Sweden, where they have achieved the highest possible energy efficiency level with minimal effect on the environment. At the same award ceremony, the Swedish Energy Agency was named Green Innovator of the Year.

In the last few years, H&M has consolidated its data center practice to Sweden, where the climate is favourable for free air cooling and where electricity from renewable sources is easily accessible. Already on the drawing board, H&M set out to create a data center which would be sustainable in the long term. They took a holistic approach to the project, guided by the Group's approach to corporate responsibility, to create a data center with as little negative effect on the environment as possible.

“We are very proud to be named the Green Data Center of the Year. The company in general and the IT organization in particular all deserve part of the praise. Our focus on sustainability has increasingly come to encompass IT as well and this award comes with a lot of responsibility – the next step will be to optimize the data center further through sophisticated methods for measurement,” said Jan Lundin, Global Data Center Manager at H&M.

Lower Energy Consumption

The new facility runs exclusively on energy from renewable sources. The energy consumption is considerably lower than in previous data centers, thanks to a high utilization level, a carefully thought through layout and design, new more efficient hardware and the use of free air cooling and the possibility to recycle heat. In addition, H&M work with measurement and follow-ups on an ongoing basis in order to further optimize the plant.

Explaining the award, the jury also acknowledged H&M's willingness to make use of the latest technology, their great focus on results and evaluation and the commitment from staff and management alike.

The Swedish Energy Agency – the Green Innovator of the Year

In connection with the Green Data Center of the Year award, the Swedish Energy Agency was awarded a new prize, Green Innovator of the Year, an award for technical innovation in data centers. The Agency received the prize for pioneering the latest technical solutions, such as combining solar cell panels and using a UPS system based on direct current (DC) to supply energy to servers, SAN and switches, thus decreasing the energy needed in the data center. Since 2007, the Swedish Energy Agency has annually decreased the energy consumption in their data center, while constantly increasing the utilization levels. The energy saving has been 56 percent from 2007 until the end of 2010.

“It is important that the Swedish Energy Agency itself can show energy savings, not only prescribing them. The award as the Green Innovator of the Year, proves that our IT operations meet the vision by the EU that governmental authorities should take the lead in energy efficiency,” said Tomas Käberger, Director General of the Swedish Energy Agency.

“In a time when the environmental impact of IT is on the same level as all of the aviation industry - and when it is likely to increase rather than decrease - we want to encourage companies and organizations who take leadership in energy efficiency. Therefore, we created the Green Data Center of the Year award. As the examples of both H&M, the Swedish Energy Agency and the other nominees’ show, it is possible to drastically increase energy efficiency in the data center through the use of smart solutions, said Maths Waxin, CEO of Coromatic.

About the Prize

The annual competition, the Green Data Center of the Year, was instituted by Coromatic in 2008, in order to acknowledge customers who in a prominent and innovative way lead by example within the area of energy and the environment. Previous winners are SunGard and Tekniska Verken, a regional utility company in Linköping. This year’s nominees included Centiro Solutions, the Swedish Energy Agency, H&M, SEB and Sätterstrand Business Park. The competition is part of Coromatic’s campaign for energy efficiency, with the objective to deliver data center solutions which are as environmentally friendly as possible.

Down load images from the award ceremony, here:

<http://www.coromatic.se/press/bilder/>

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About Coromatic

Coromatic is part of Coromatic Group, a Nordic group of companies with a leading position in IT continuity and reliable power supply. We offer analysis and strategic counseling services, as well as the delivery of comprehensive data centers and full-service solutions for reliable power supply. The Group consists of Coromatic AB and Metric Power Systems AB in Sweden, Metric AS in Norway and Scanpocon A/S in Denmark.