

About Booz Allen

Booz Allen Hamilton is a leading provider of management and technology consulting services to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs more than 25,000 people, and had revenue of \$5.59 billion for the 12 months ended March 31, 2011. (NYSE: BAH)

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Meeting the Energy Challenge with Green Data Centers

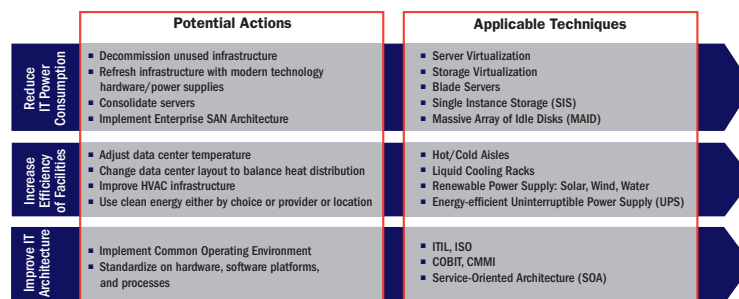
Smart CIOs are demanding Green Data Centers. These CIOs need to provide information technology (IT) capability across their enterprises in an environment of challenging policies and austere budgets. The Office of Management and Budget (OMB) has established its 25-Point Plan to Reform Federal IT Management with imperatives including Cloud First, Infrastructure as a Service (IaaS), and Data Center Consolidation. Information Technology Infrastructure Library (ITIL) best practices are taking root, and CIOs are shifting their paradigms to “Everything as a Service.” In addition, Executive Order 13514 sets stringent standards for agencies in greenhouse gas management, electronic products and services, and pollution prevention and waste reduction.

Booz Allen Can Help You Be Ready for What’s Next

Booz Allen Hamilton, a leading strategy and technology consulting firm, is helping the Department of Homeland Security (DHS) and many other agencies integrate and operationalize these goals in their IT strategic plans, and Strategic and Operational Sustainability Performance Plans. Improved data center design and operation is one vector in our strategy for addressing many of these intertwined security and operational challenges around delivering business and mission IT services. And while your agency is recapitalizing and consolidating data centers, doing so with a focus on lowest possible total cost of ownership means going green. Booz Allen will help your enterprise strategize, design and implement IT services that optimize use of critical resources, increase efficiency; reduce total energy spend; and increase material efficiency. We can help you reduce hazardous inputs, design for greater recyclability, and plan for end-of-life recycling programs.

Optimizing Data Center Efficiency

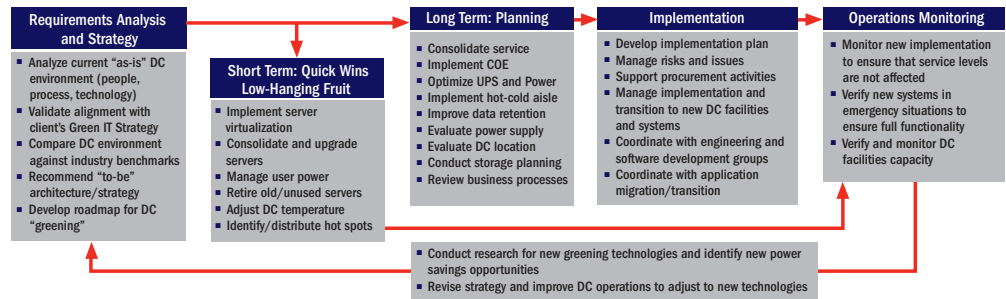
Our Green Data Center Optimization Model methodology is structured around the Green Grid consortium’s Data Center Maturity Model (DCMM). DCMM addresses a continuum of increasing maturity and efficiency in the data center’s core functional areas of compute, storage, network and resilience. It also drives the data center towards substantial efficiency increases in critical support areas of facility power and HVAC, as well as minimizing end-of-life, hazardous material, and waste stream issues. As the data center’s procurement practices mature, many of these issues can be avoided completely. Our full lifecycle approach provides many “quick wins,” and all actions are linked to the strategic vision for the individual data center, the agency-wide Enterprise Architecture, and the Strategic Sustainability Performance Plan.



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Booz Allen also developed a Green Data Center Methodology to guide users through the maturity model. Key factors addressed include reduced facility energy consumption and increased IT performance through simple modification of cooling and air flow; virtualization; and consolidation or elimination of underutilized IT resources. Concurrent long-term planning leads to implementation of a multi-faceted approach to optimize Power Usage Effectiveness (PUE). Based on the model, our subject matter experts and certified staff will design the optimum strategy and implementation plans necessary to implement Green Data Center tools, techniques, and technologies.



Booz Allen's maturity and optimization model, coupled with our lifecycle approach, will ensure the implementation of Green Data Center strategies and plans that yield both qualitative and quantitative improvements in facility energy and IT infrastructure performance. We achieve these improvements through metering, application of metrics linked to your agency's Operational Sustainability Performance Plan, vendor neutral technology analysis, and identification of environmental savings that can significantly drive down the total cost of ownership of the Green Data Center.

Greening IT Operations for Federal Clients

Booz Allen offers the ideal combination of strategic management consulting and in-depth technical knowledge to the federal Green Data Center space. We have delivered Green Data Center IT services and technology to many clients, include the following:

- Our Virtual Consolidation (VCON) team implemented server consolidation for a federal health and human services agency. We established the test environment, demonstrated the proof of concept, developed the implementation plans, and executed server consolidation using VMWare certified staff. The results led to a 25-percent reduction in physical server footprint, \$600,000 in yearly initial cost savings, and reduced downtime.
- Booz Allen provided data center consolidation strategy, migration planning, and program management support for a large federal law enforcement organization to consolidate 17 mission-critical facilities to two primary data centers. We developed a common operating environment strategy that supported shared services using virtualized server and storage environments. Our design reduced total facility management and environmental costs by 20 to 30 percent.
- Booz Allen supports EPA's Strategic Sustainability Performance Plan. Goal 9 assesses the agency's progress in electronics stewardship and data centers, and we helped design the nine supporting objectives and are monitoring the agency's progress.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.