



FOR IMMEDIATE RELEASE

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Bull UK and Dimension 85 Announce Joint Initiative

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Bull and Dimension 85 have announced a joint initiative to enable Public Sector organisations to meet the requirements outlined in the EU Code of Conduct on Data Centre Energy Efficiency.

This initiative provides for the joint sales and marketing of Dimension 85's **Assessor**, an EU Code of Conduct for Data Centres conformance solution, which will offer a low cost route to significant energy cost savings and Bull is already implementing **Assessor** in its new Barnsley data centre.

The EU Code of Conduct for Data Centres (CoC) represents a potentially daunting requirement for busy IT managers. It contains over 100 best practice recommendations that should be considered, planned for and implemented as part of an organisations approach to greening their data centre operations and achieving lower power costs.

In this time of austerity, rather than push Public Sector clients towards expensive consultancy as the route to achieve compliance, Bull has selected Dimension 85's **Assessor** solution as the most appropriate and cost effective way to help the UK Public Sector achieve conformance. As a portal based solution, **Assessor** is a simple and easy to use assessment tool which enables organisations to quickly identify what they need to do address the CoC requirements.

“Bull is currently implementing **Assessor** in its new Barnsley data centre from where we run our main outsourcing operations,” said Mike McCaig Bull UK’s Marketing Director.

“This implementation is both the first step in our joint Public Sector Marketing with Dimension 85 and also part of Bull’s strategy to deliver greener ICT to our current main customer, Barnsley Metropolitan Borough Council.”

“By purchasing a year long licence to the product, not only does our operations team avoid the need for upfront investment in developing a code of conduct expert, but it also provides a ready built management plan and action tracking facility that can serve as an auditable chapter in a wider Carbon Management Plan to our main customers, including Barnsley,” adds McCaig.

“Working with Bull, who are now part of the Buying Solutions Public Sector Framework Agreement, gives Dimension 85 access to marketing and sales support right across the Public Sector,” commented Dimension 85 Managing Director, Philip Vandenberg.

“When we first met, Bull was keen to add our solution to their Green ICT portfolio. Their concern was that as budgets get cut the adoption of the CoC would become a low priority in the sector, especially if consultancy was thought necessary to help them get started.

With **Assessor** the initial investment is small, but progress to deliver power, carbon and cost savings is rapid. Almost immediately organisations can identify where the waste is in their IT infrastructure, develop their plan for improvement and then track progress.”

Also commenting Mike Hiley, Bull UK Sales Director added: “Bull has been steadily building a complete range of Green ICT offers that will enable the implementation of smarter, cheaper and greener ICT in the sector. With the arrival of the Carbon Reduction Commitment legislation, alongside the significant budget cuts, rapid achievement of green savings is now critical. With **Assessor**, Bull and Dimension 85 are offering a low cost route to energy savings through the emerging standard of EU Code of Conduct for



Data Centres compliance – it’s a worthy addition to what Bull offers the Public Sector in the UK.”

About Bull, Architect of an Open World™

Bull is an Information Technology company, dedicated to helping Corporations and Public Sector organisations optimise the architecture, operations and the financial return of their Information Systems and their mission-critical related businesses. Bull focuses on open and secure systems, and as such is the only European-based company offering expertise in all the key elements of the IT value chain. For more information visit:

<http://www.bull.com>

Contact us for more information about Bull servers at: info.servers@bull.net

About Dimension 85

Dimension 85 Ltd is a best practice consulting company for IT and is one of the first formally recognised approved Endorser of the EU Code of Conduct on Data Centres Energy Efficiency. Its online assessment and monitoring software solution, **Assessor**, offers a unique cost-effective approach to help simplify the adoption of the EU Code of Conduct guidelines. **Assessor** also helps data centre operators to reduce their total cost of ownership and provides a strong basis for a long-term energy management strategy.

Further information on **Assessor** and Dimension 85 is available at <http://dimension85.com/>

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