



Education

Green Storage – the Big Picture

SW Worth, Microsoft

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Green Storage I - Agenda

- **Overview, Motivation, and Definitions**
- eWaste Reduction/Recycling: RoHS, WEEE, etc.
- Fundamentals of Energy and Cooling
- Electricity Pricing in the United States
- Datacenter Design and Operation
- Storage Components and Technologies

Overview and Definitions

- “Green” \sim = Reduction of (Waste + Energy Use)
 - ◆ Gov’t. (EPA, EU, Kyoto), Green orgs, Vendors, etc.
- Classic motivators: Fear, Guilt, Greed
 - ◆ Constraints, Competition, and ProfitMax/CostMin
 - ◆ Strategy (\sim = CapEx) vs. Tactics (\sim = OpEx)
- How does “Green” differ from normal economic considerations, e.g. efficiency, optimization?
 - ◆ Rationalize decisions by including “**externalities**” Widen scope of action across org boundaries, time
- “Green” effects on Storage decisions

The Players

- I.T. owners / Data Center operators (“Customers”)
- Energy Utilities and Regulators
- EPA “Energy Star” programs
- SNIA – org expertise on enterprise STORAGE
- Green Grid metrics www.thegreengrid.org
 - ◆ What amount of Energy (and Cooling) goes to do “**useful IT work**”? (The rest is “overhead”, from an IT viewpoint)
 - ◆ Overall Datacenter (short-term, tactical)
 - **PUE** (Power Usage Effectiveness)=(Total Facility Power/IT EquipPower)
 - **DCiE** (Datacenter Infrastructure Efficiency): **DCiE=(1/PUE)**
- Other interested parties (e.g. Uptime Institute)

- **“Fear”**: Constraints (Regulations, Physical limits)
 - ◆ Do what you are forced to do by Gov. Regulations
 - ◆ Physical Laws are not optional...
 - › E.g. WAN latency (light-speed), Disk rotation speed, Tape Retrieval
- **“Guilt”**: Competitive and ‘Moral’ aspects
 - ◆ Keeping up with industry, responding to non-economics
 - › TBL (“Triple Bottom Line”); or “Social, Economic, Environmental”
- **“Greed”**: Profit Maximization / Cost Minimization
 - ◆ Strategy → Capital Expenses (CapEx)
 - ◆ Tactics → Operational Expenses (OpEx)
 - ◆ TCO (Total Cost of Ownership) integrates CapEx and OpEx

Externalities

- Problem: important inputs or outputs (e.g. Greenhouse gases, ‘Carbon’) have unclear prices or owners
 - ◆ Some factors are effectively Zero-cost to the decision-maker, but are not cost-free to larger group affected
 - ◆ This leads to non-optimal decisions and behavior
 - > ‘Tragedy of the commons’
 - > Classic solutions: Government **mandates** (Regulation)
 - > Separate accounting system, e.g. for Carbon “Footprint”
 - > Unintended Consequences
- Pigouvian taxes: “Sin Taxes” (modify behavior)
- Cap-and-Trade SO_x/NO_x, Carbon (modify outcomes)
 - ◆ Coase’s Theorem: Property Rights, Negotiation

“Green” effects on Storage

- “TCO” (Total Cost of Ownership) now combines with Externalities to affect purchase decisions
 - ◆ In most cases Externalities will evolve to provide clear pricing signals (e.g. RoHS, WEEE, Cap-and-Trade)
- Expand scope of decision-criteria and constraints to include (at least) entire datacenter
 - ◆ Servers, Networking, and Storage
 - ◆ Power, energy, and cooling (CapEx and OpEx)
 - ◆ People: widen their decision-boundaries, -constraints
 - › Include your Facilities managers
- Unintended Consequences: reduced reliability?

Three Stages of Product Life-Cycle

- Birth: Product Creation (design for recycle/disposal)
 - ◆ Integrated into CapEx (*probably*) – WEEE/RoHS
 - ◆ Facilities/Infrastructure (proportional to **POWER**)
- Useful-Life: **Energy**, Cooling, and “Other”
Environmental Impacts during Productive Life
 - ◆ Storage: dominated by Energy/Cooling (Electricity)
 - › Few consumable supplies, except Tape cartridges
 - ◆ Dominated by OpEx (but is this visible to IT?)
- End-stage: Removal, Recycling, Disposal
 - ◆ Integrated into initial CapEx or OpEx surcharges
 - ◆ *Alternative: dump these costs onto everyone else....*

Energy/Cooling Cost in Datacenters

- How much is due to Storage? (*Proportion is increasing!*)
 - ◆ It depends on Design and Workload (I/O profiles)!
 - ◆ Published studies range from <10% - >40%
 - ◆ “Rule-of-Thumb” for energy: 60% servers, 20% networking, and 20% **Storage** (but no consistent definition of ‘Storage’)
- Peak loads required for design (~Max. Power)
 - ◆ CapEx: Power (UPS, PDU)/Cooling (Fans, CRAC), Installation
 - › Can overwhelm space charges, even Energy Costs
 - › ➔ Watch for “Demand” charges (e.g. Peak 15-min. of 3 Months!)
- Time-weighted I/O for Energy/Cooling ~ = OpEx
- TCO = CapEx + OpEx, but which dominates?

Storage gets more (bad) visibility?

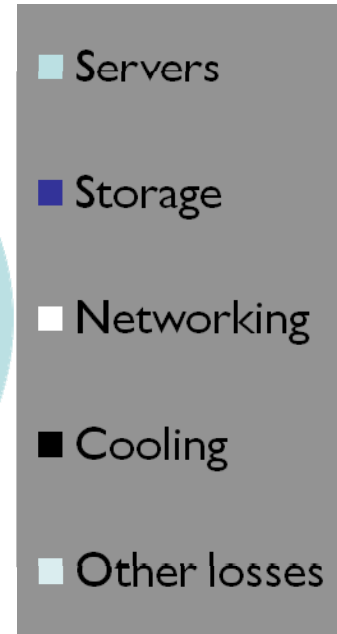
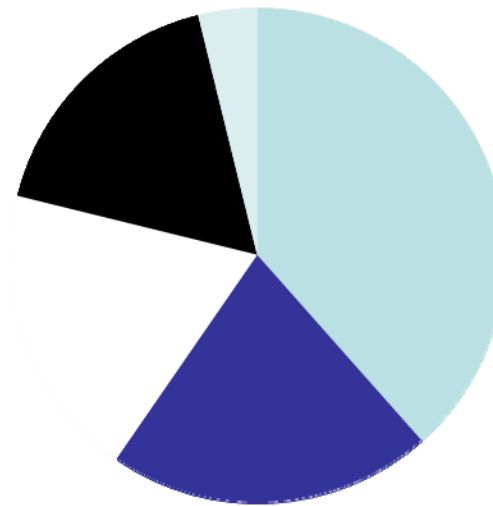
$$\text{DCiE} = (\text{IT Energy Demand}) / (\text{Total Datacenter Energy Usage})$$

(DCiE currently ~50%)

*Note: Percentages are for illustration only.
(So don't quote them!)*

Facilities Efficiencies will keep improving,
so these 'slices' get smaller.

(DCiE approaches 80%)



Server percentage also declines, due to Consolidation and Virtualization.

What Affects Storage Energy Use? Redunancy and RAID Definitions



Standalone



Cluster



Hot swap



RAID 0



RAID 1



RAID 5



RAID 0+1



SNIA Storage Taxonomy

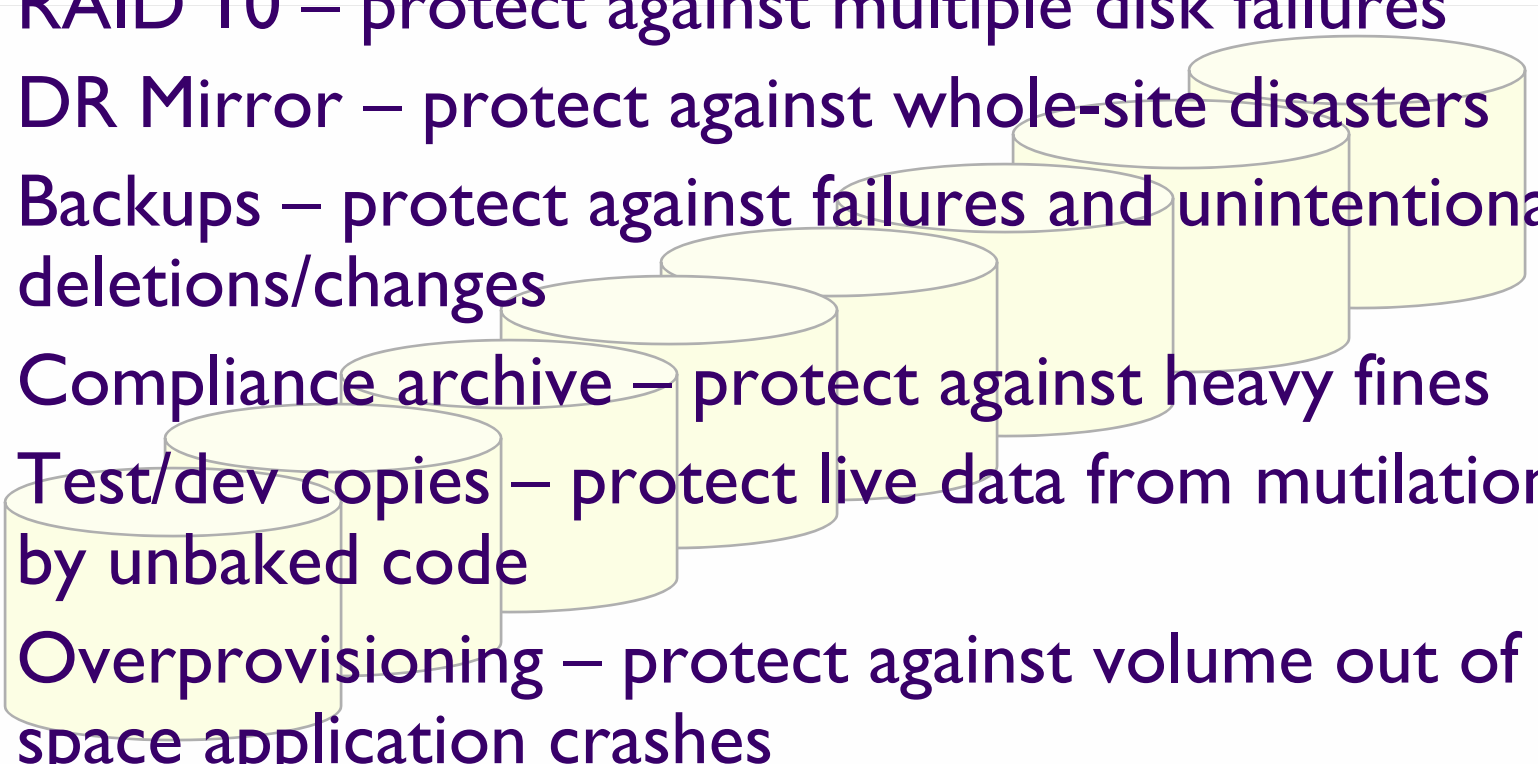
	Online Storage	Near Online Storage	Removable Media Libraries	Virtual Media Libraries	Infrastructure Appliances	Infrastructure Interconnect
Storage Taxonomy Summary	Prime storage, able to serve median as well as sequential workloads with minimal delay	Included as second tier storage behind Online Storage. Able to service Random and Sequential workloads, but perhaps with noticeable delay in time to 1 st data access.	Archival storage used in a sequential access mode. A typical example would be Tape based archival, both Stand Alone and Robotically assisted libraries.	Storage which simulates removable Media Libraries. Will typically use non tape based storage and as such are able to respond to data requests more quickly	Devices placed in the storage SAN or network adding value through one or more dedicated Storage enhancements. Examples include: SAN Virtualization, Compression, De-duplication, etc.	Devices which enable a SAN or other Storage Network data switching or routing.
Maximum Capacity Guidance <small>Note: Maximum Capacity Guidance reflects the maximum capacity a given offering can be purchased with neither that separated or. It is intended to be used as a guideline as opposed to an absolute value. There will be cases where a device may have greater or equal capabilities, but otherwise is an appropriate match for a given classification due to other criteria, e.g. redundancy capabilities</small>	Max Storage Devices	Max Storage Devices	Max Tape Drives		Max Storage Devices Supported*	Max Port Count
Group 1) SoHo & Consumer	Up to 4 Devices		Stand Alone Drive (No Robotics)		<small>Note: * Infrastructure Appliances by definition have no intrinsic storage, other than what is used for local processing and/or local Caching of data.</small> Storage Devices Support in this case refers to the number of storage devices controllable down stream of the Appliance	Up to 32
Storage which is designed primarily for home (consumer) or home / small office usage. -Often Direct Connected (USB, IP, etc) -No option for redundancy (will contain SPOFs)						
Group 2) Entry, DAS, or JBOD	More than 4 Devices	Up to 4 Devices	Up to 4 Drives			
Storage which is dedicated to one or at most a very limited number of servers. Often will not include any integrated controller, but rely on server host for that functionality. -Often Direct Connected (SATA, IP, etc) -May optionally offer limited number of redundancy features						
Group 3) Entry / Midrange	More than 20 Devices	More than 4 Devices	More than 4 Drives	Up to 100 Devices	Support for up to 20 Devices	Up to 128
SAN or NAS connected storage which places a higher emphasis on value than scalability and performance. This is often referred to as 'Entry Level' storage. -Network connected (IP, SAN, etc) -Has options for redundancy features						
Group 4) Midrange / Enterprise	More than 100 Devices	More than 100 Devices	More than 24 Drives	More than 100 Devices	Support for more than 20 Devices	More than 128
SAN or NAS connected storage which delivers a balance of performance and features. Offers higher level of management as well as scalability and reliability capabilities. -Network connected (IP, SAN, etc) -Has options for and often delivered with full redundancy (no SPOF)						
Group 5) Enterprise / Mainframe	More than 1000 Devices		More than 11 Drives	More than 100 Devices	Support for more than 100 Devices	© SNIA 2009
Storage which exhibits large scalability and extreme robustness associated with Mainframe deployments, though are not restricted to Mainframe only deployments. -Mainframe connectivity with optional network connection (IP, SAN, etc) -Always delivered with full redundancy (no SPOF) -Often Capable of non-disruptive serviceability						

archologies fo

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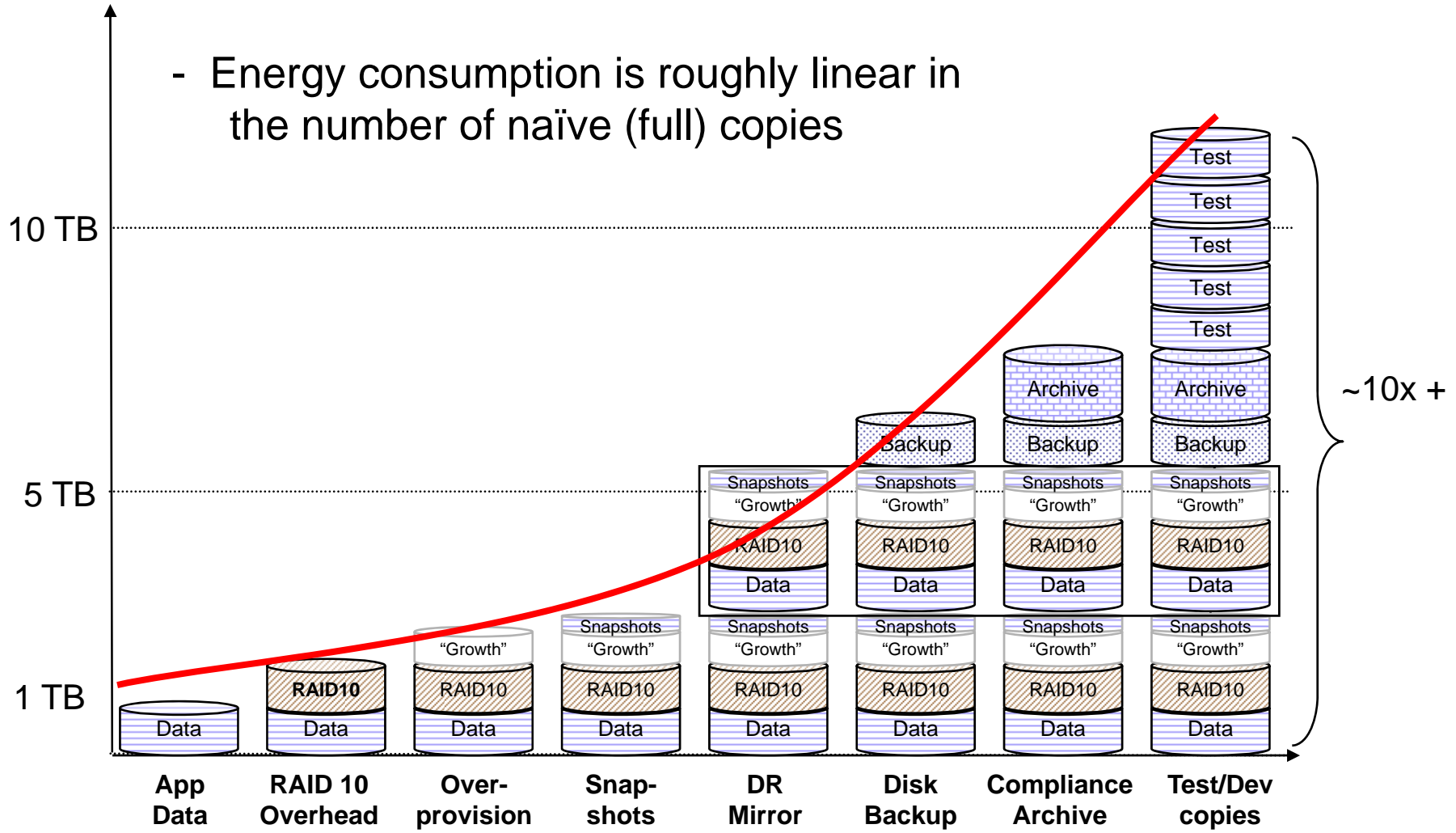
See: *Green Storage Power Measurement Specification* for complete details

Need for redundancy

- 
- RAID 10 – protect against multiple disk failures
 - DR Mirror – protect against whole-site disasters
 - Backups – protect against failures and unintentional deletions/changes
 - Compliance archive – protect against heavy fines
 - Test/dev copies – protect live data from mutilation by unbaked code
 - Overprovisioning – protect against volume out of space application crashes
 - Snapshots – quicker and more efficient backups

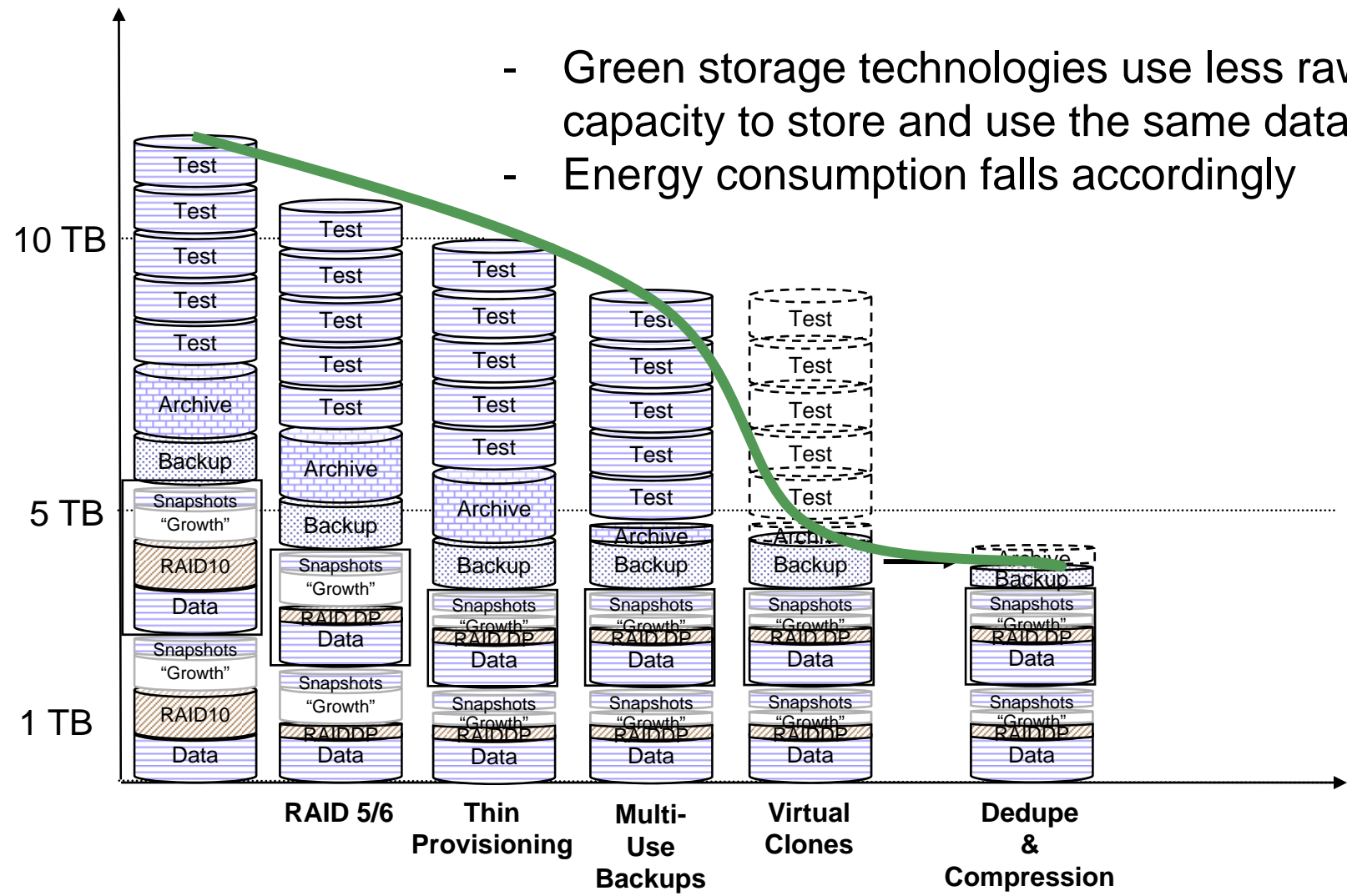
Result of redundancy

- Energy consumption is roughly linear in the number of naïve (full) copies



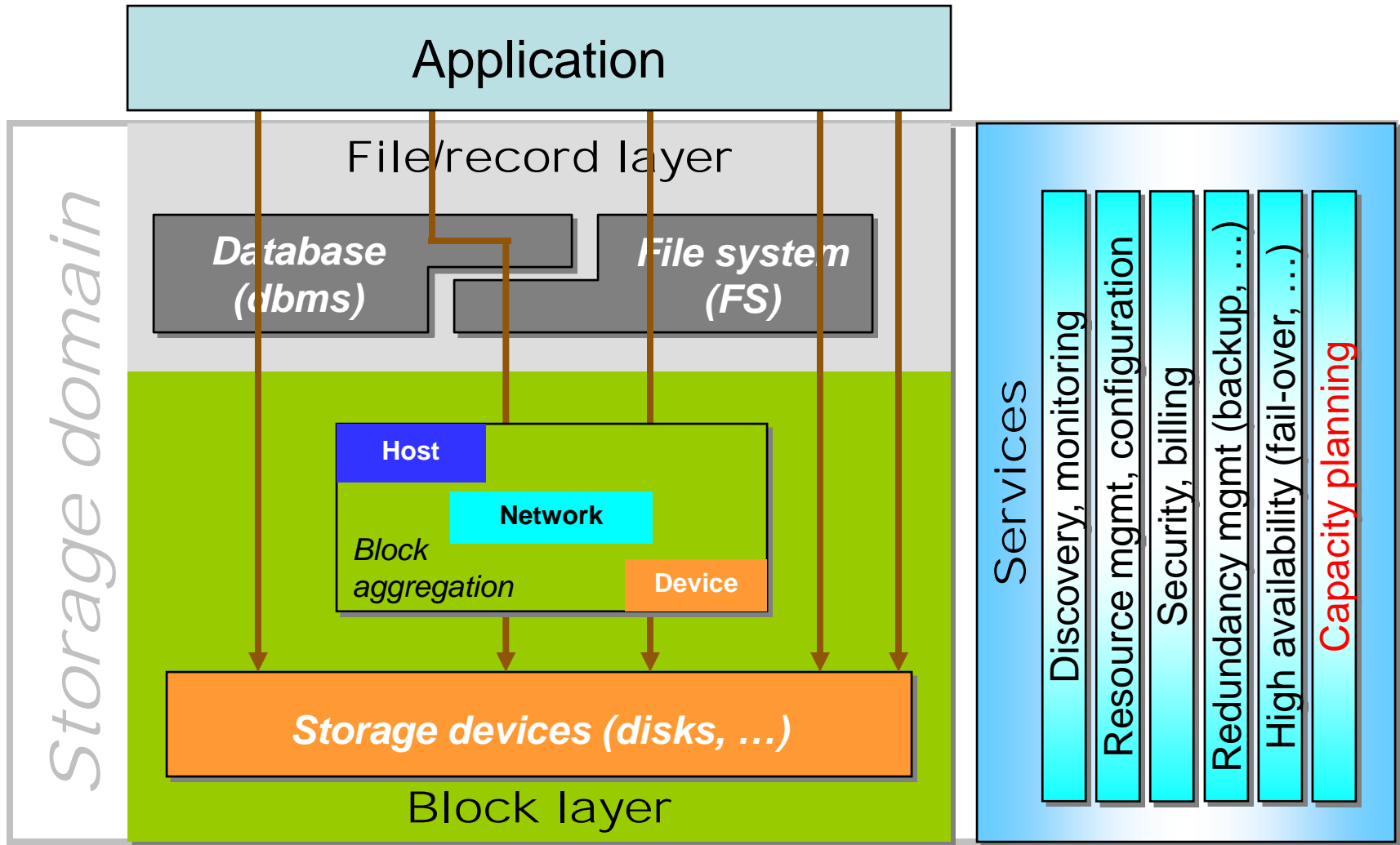
Effect of green technologies

- Green storage technologies use less raw capacity to store and use the same data set
- Energy consumption falls accordingly



What Storage aspects could be affected?

SNIA Shared Storage Model (and don't forget Tape!)



Green Storage - Agenda

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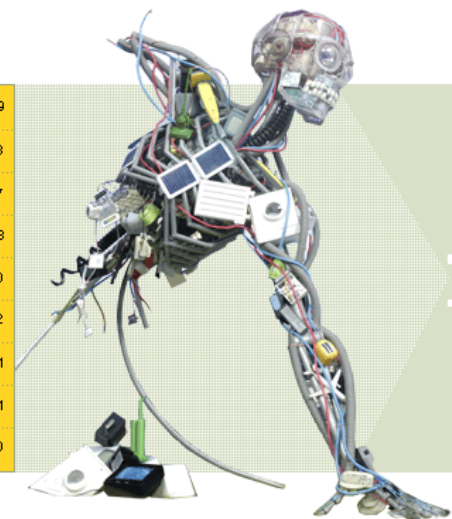
eWaste Reduction/Recycling

- Government regulations (“Directives”) that may affect storage vendors (and their customers).
 - ◆ Useful site for US businesses:
www.buyusa.gov/europeanunion/commerce_docs.html
- WEEE
- RoHS, China-RoHS
- Packaging and Pkg Waste
- Halogens (in plastics)
- Basel Convention/Basel Ban (Transboundary Wastes)

- European Community directive 2002/96/EC
 - ◆ Conformance from Aug-05
- Increase reuse, recycling, recovery
- Reduce landfill and incineration
- Financed by manufacturers and vendors
 - ◆ Users can return WEEE without charge
 - ◆ “Take It Back” programs
- Look for the “Wheelie-Bin” logo
 - ◆ Recycle, don’t dispose!



	%
Large household appliances	69
Small household appliances	8
IT & telecommunications equipment	7
Consumer equipment	13
Lighting equipment	0
Electrical and electronic tools	2
Toys leisure and sports equipment	<1
Monitoring and control instruments	<1
Automatic dispensers	0



1 UK citizen per life time = 3.3 tonnes

RoHS: Restriction of Hazardous Substances

- European Directive 2002/95/EC, effective Aug-06
- RoHS restricts the use of certain hazardous substances in various types of new electronic and electrical equipment. (*Note: at a component level!*)
 - ◆ Mercury - Cadmium - PBB
 - ◆ Chromium VI - Lead - PBDE
- Unintended Consequences: reduced reliability?
 - ◆ EPA report (Aug-05) on lead-free solder!
 - ◆ RoHS exemption: lead solder for Servers and Storage?
 - › Due to a clear trade-off on reliability and performance
 - › This exemption will go away with improved techniques



“China-RoHS”

- Chinese Ministry of Information Industry Order #39 Management Methods for Controlling Pollution by Electronic Information Products, in effect on March 1, 2007.
 - ◆ [SJ/T 11363-2006 Requirements for Concentration Limits for Certain Hazardous Substances in Electronic Information Products](#)
- Similar restricted substances as RoHS
- Split timetable for labeling and conformance
- Different/Fewer(?) exemptions
- ➔ Ask an expert if you think you are affected!

WEEE/RoHS – U.S. and Rest of World? **SNIA**

➤ United States

- ◆ Vendors have almost universally adopted RoHS since most do business in Europe
- ◆ EPA regulations and recommendations (e.g. Lead-free)
- ◆ Proposed federal legislation
- ◆ Several States have some regulations
 - › California – “Electronic Waste Recycling”
- ◆ Many vendors will “take it back” or take trade-ins

➤ Canada/Australia RoHS

➤ Asia (Japan JGPSSI), Korea/Taiwan RoHS

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Energy and Cooling: Fundamentals

- Laws of Thermodynamics
- Power vs. Energy: Units of Measurement
- Heat Transfer
 - ◆ Conduction, Convection, Radiation
 - ◆ Data-center cooling: Air vs. Liquid
- Energy Conversion, Transmission, Storage
 - ◆ AC/DC and DC/AC conversion losses
 - ◆ Voltage step-down and step-up conversion losses
- Systems of Measurement: SI vs. US

Laws of Thermodynamics

- First Law: Energy cannot be created or destroyed, it only changes form.
- Second Law: Entropy increases in a closed system.
Efficiency of energy conversion is $<100\%$.
- Alternate Formulations:
 - ◆ **You can't win, you can't even break even, and you can't get out of the game....**
 - ◆ *“Nullium Prandium Gratium”* (or “TANSTAAFL”)
- NO: you cannot power your datacenter using the waste heat to generate electricity to run the site!
 - ◆ But you might increase DCiE with “free” cooling

Heat Transfer

➤ Heat (Cooling):

- ◆ Conduction:

- › thermal glue/grease between CPU and cooling fins

- ◆ Convection

- › Cooling fluid circulated past hot components
- › Note: “fluid” could be air or liquid, but liquid has a lot more capacity to move heat

- ◆ Radiation

➤ Phase Change: Solid-Liquid; Liquid-Gas

➤ Newton’s Law of Cooling

- ◆ Rate varies with Temperature Difference

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Electricity prices are ~100x variable (at least at the wholesale level)

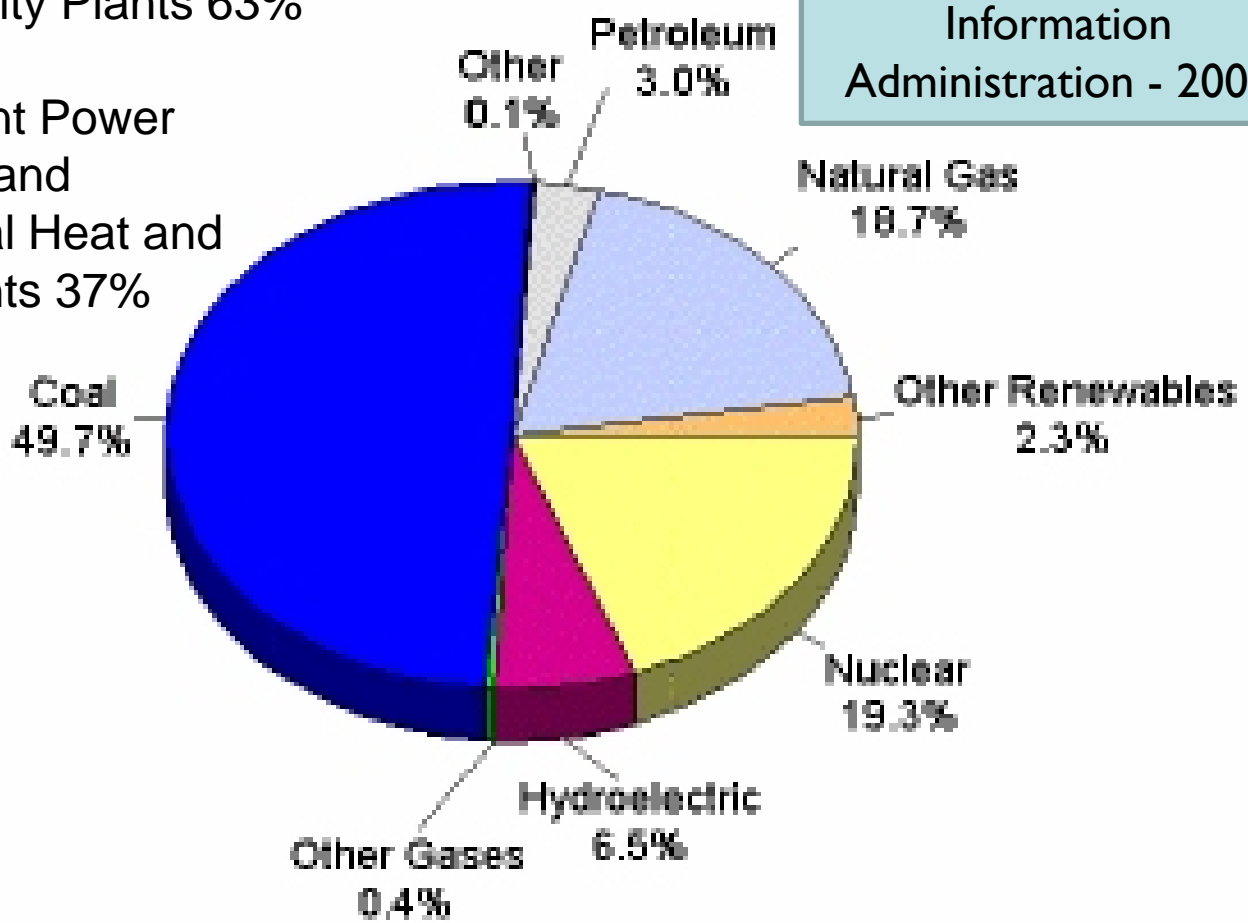
- **Electricity cannot be stored effectively!**
 - ◆ Few exceptions: Pumped Water Storage, Compressed Air
 - ◆ Batteries, Flywheels, etc. are short-duration, costly
- **Prices vary with DEMAND (local and regional)**
 - ◆ Weather (Hot, Cold, or Both), Supply disruptions
 - ◆ Time-dependent: Daily, Weekly, Seasonally
 - ◆ Economic conditions – general, regional
- **Prices vary with SUPPLY (local and regional)**
 - ◆ CapEx: plant construction (NIMBY), maintenance
 - ◆ OpEx: Fuel costs dominate – swings are wild (10^2)
- **Electric Transmission congestion/losses increase cost; hard to build new lines (NIMBY)**

Electric Power Generation by 'Fuel'

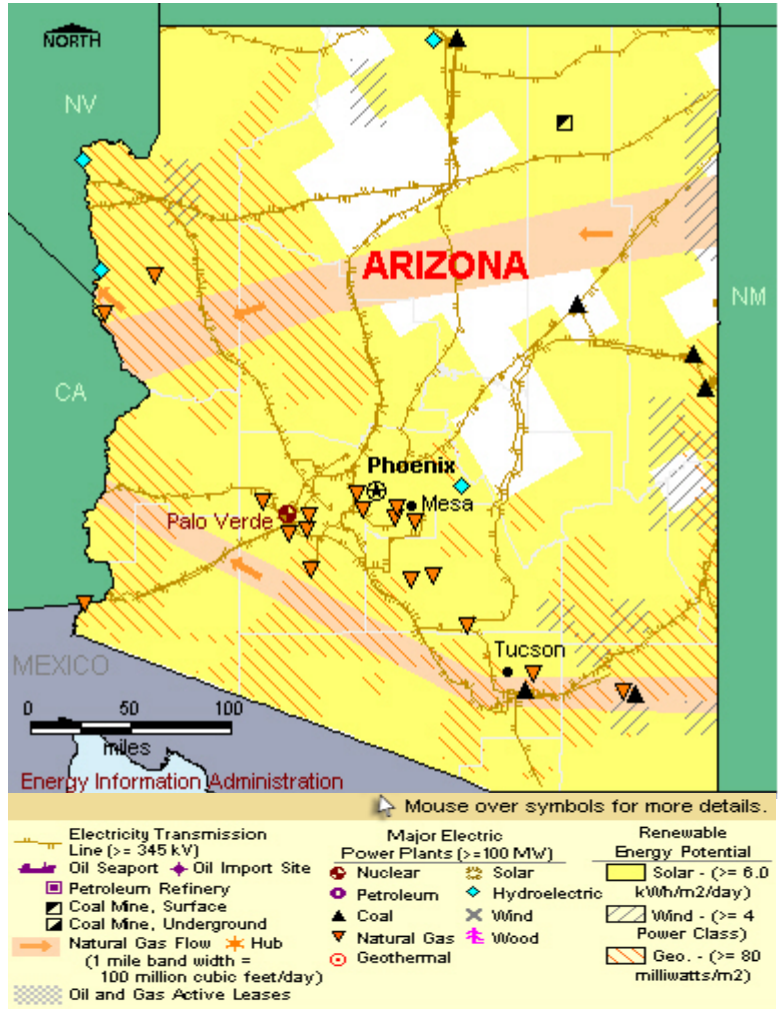
Total = 4,055 Billion kWh
Electric Utility Plants 63%

Independent Power
Producers and
Commercial Heat and
Power Plants 37%

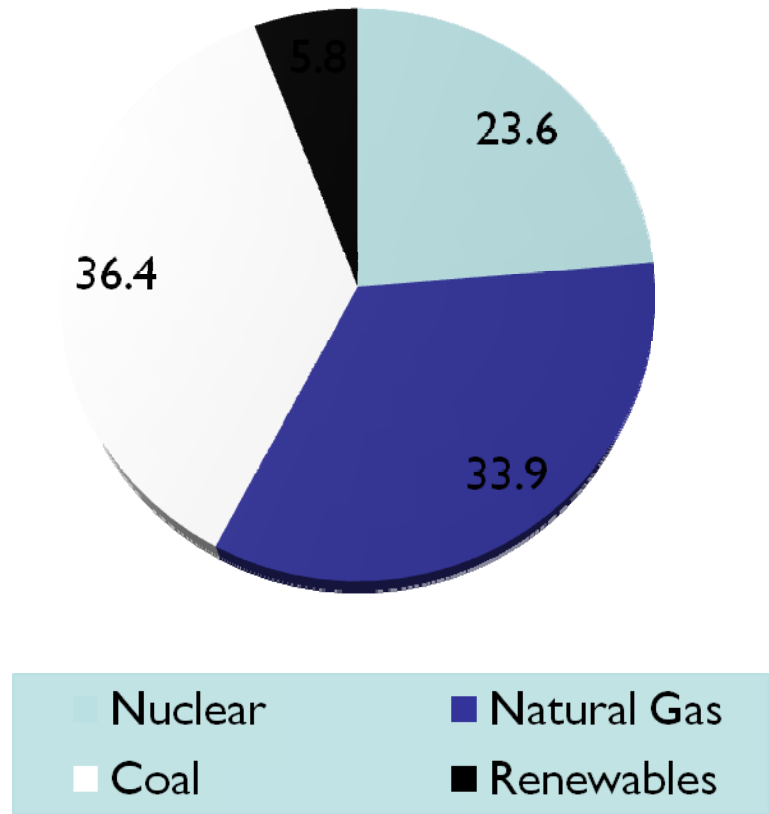
Data from U.S. Energy
Information
Administration - 2005



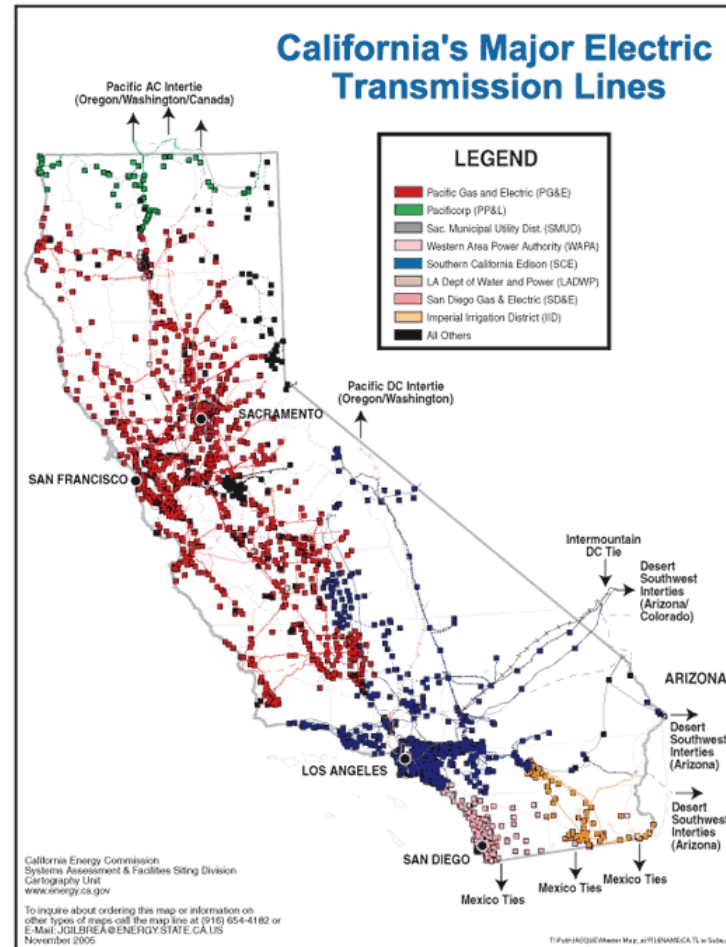
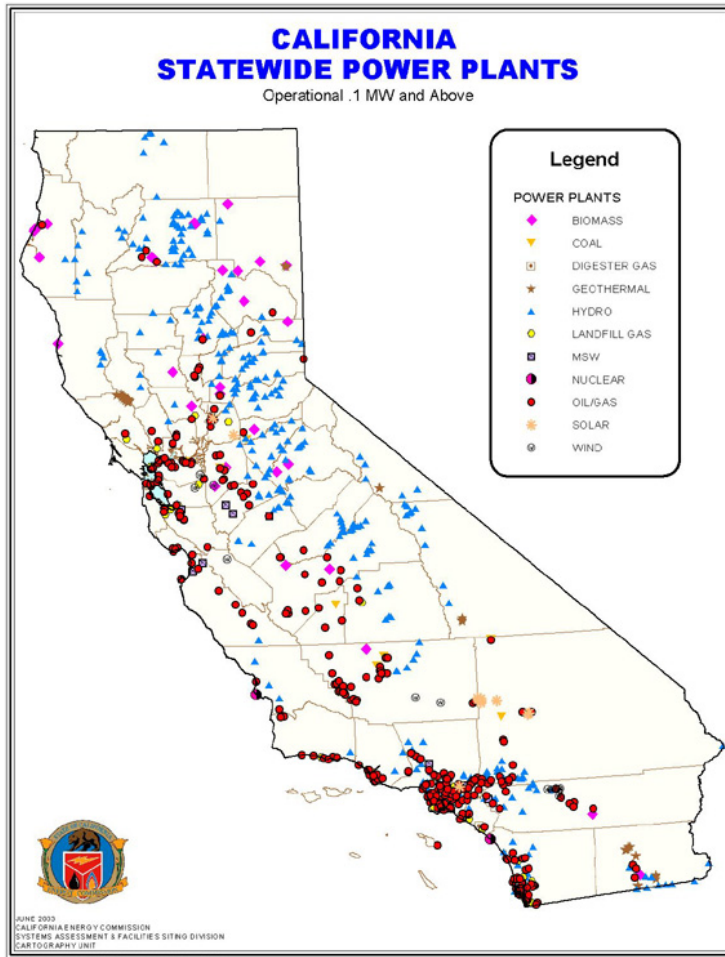
Arizona Electricity Generation



Arizona Energy Sources



Calif. Generation; Transmission Interconnects



www.energy.ca.gov/maps/

State Electricity Prices, 2005 (cents/kWh – “Industrial”)

U.S. Average 5.73

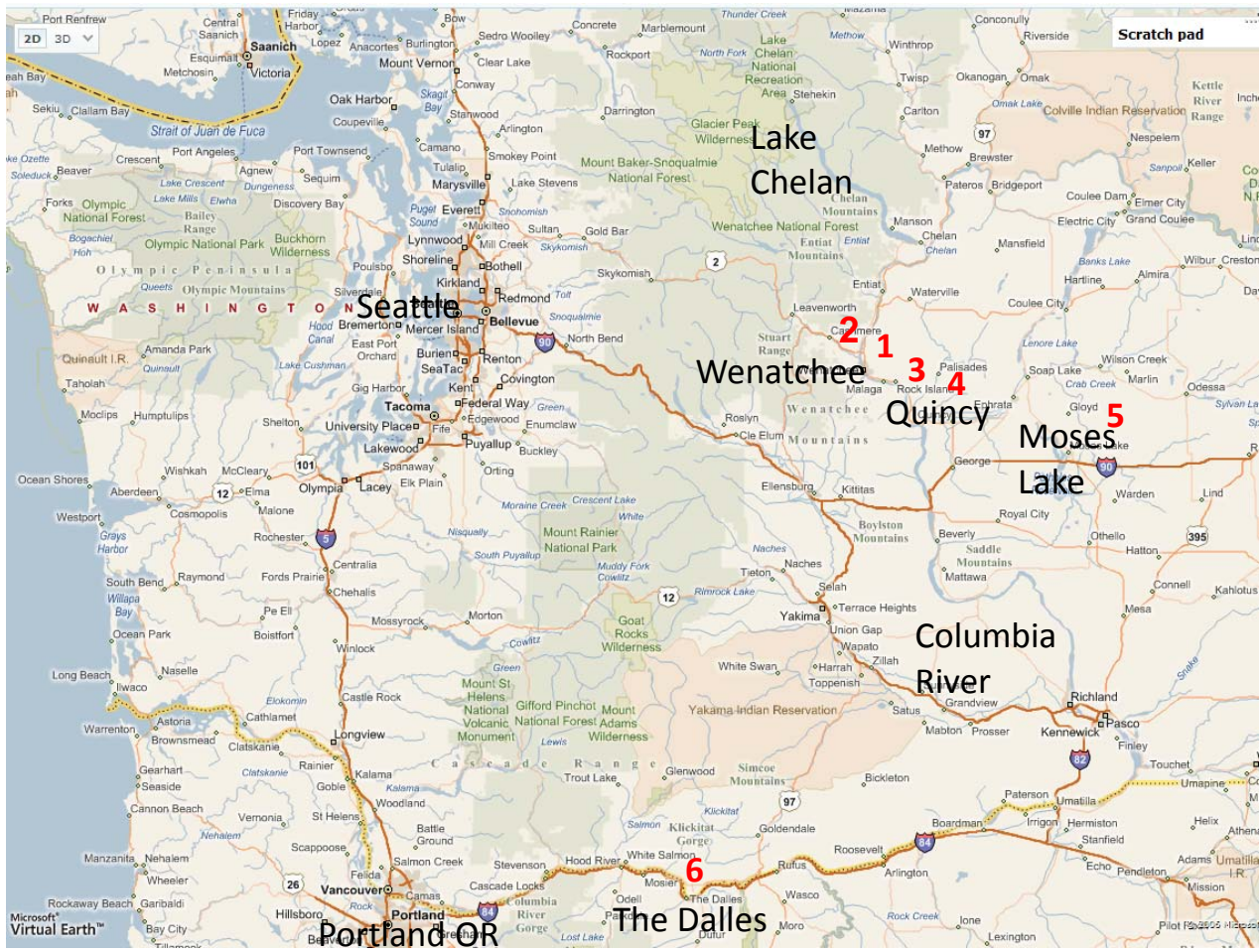
10 Most Expensive States

10 Least Expensive States

Rank	State	Price
1	HI	15.79
2	DC	14.13
3	NH	11.48
4	RI	10.01
5	NJ	9.76
6	CA	9.55
7	CT	9.40
8	AK	9.29
9	MA	9.22
10	NY	8.23

Rank	State	Price
42	VA	4.46
43	NE	4.43
44	IN	4.42
45	ND	4.32
46	WA	4.27
47	UT	4.24
48	WY	3.99
49	ID	3.91
50	WV	3.85
51	KY	3.60

Move datacenter to cheap energy?



Energy costs on the Columbia River are about **\$0.02/kWh** for Datacenters.

Ample fiber (WAN) bandwidth is available (www.noanet.net)

The area is also seismically inactive and in a 500-year flood zone.

Result: Construction!

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Datacenter: Design/Operation

- Datacenter: Design and Operation
 - ◆ CapEx and OpEx (IT gear: Servers, Storage, Networking, plus Infrastructure, e.g. UPS, PDU, CRAC, Fans)
 - ◆ Multiplier effects on Power, Cooling, and Energy
 - ◆ Trends in Conservation and Optimization
- Size matters (for Power and Cooling equipment!)
 - ◆ Undersized infrastructure means less density for IT gear
 - › Modern IT gear is increasingly power-dense (>6 kW/rack)
 - May constrain current Storage equipment
 - › Chargeback ('rent') by **power**, vs. by rack-space may be required
 - › Some datacenters are limited by external Power availability
 - ◆ Oversized (IT gear plus infrastructure) = excess CapEx
 - › Under-utilization = Power inefficiencies (poor OpEx)

Facilities vs. I.T. in the Datacenter

- Who represents I.T. to the Facilities staff?
 - ◆ Right now, the conversation is mostly about Servers!
 - ◆ Try to find “Storage” mentioned in any recent article on power/cooling problems in the datacenter....
 - ◆ Try to find “Storage” mentioned in any Utility program.
 - ◆ Can you show that Storage is significant to the power/cooling load (*via modeling or measuring*)?
- Organizational differences (who owns what?)
 - ◆ Do you talk with your Facilities managers?
 - ◆ Do your decisions affect each other? (YES!)
 - ◆ When will you start planning together?

Datacenter Options: (Mech, Elec, Plumbing)

- Convert from AC to DC distribution
 - ◆ Can be partial conversion (DC arrays available)
- Run at higher voltage (240 or 480 vs. 120)
- Increase Power Supply efficiency (ask vendor)
 - ◆ 80 PLUS program (www.80plus.org/servers.htm)
- Operate Cooling effectively
 - ◆ Leverage sensors, Follow basic rules (hot/cold aisles!)
 - ◆ Computational Fluid Dynamics (get some help!)
- Run Generator-testing for Peak-shaving
 - ◆ ➔ Negotiate with your power supplier for discounts!

Model or Measure: Which is Better?

- Modeling: some info is required!
 - ◆ Accurate manufacturer data by Component and Product (Frame)
 - ◆ Stand-by Power vs. “Idle” vs. Full-load – CRUD analysis
 - ◆ Knowledge of I/O workload
 - Well-known benchmark(e.g. SPC, SNIA-IOTTA) – vary replay
 - YOUR unique workload traces (time-weighted and Peak)
- Measurement issues (Reality validates Modeling)
 - ◆ Actual *in-situ* workloads (“normal” and Peak) – can use traces
 - ◆ Actual Energy usage from Power Meter
 - Watts or kWh (what you pay for!), not Amps
 - Must be adequate to fit your Storage device (>30 Amp?)
 - See your Facilities Mgr, or a consultant for help
- SNIA Green Storage Technical Working Group projects

Datacenter: Proposals and Solutions **SNIA**

- REDUCE Performance when possible
 - ◆ “Underclocking”: reducing performance-state of CPU reduces power/cooling needs for **Servers**
 - › Out-of-band mgmt (BMC) = no OS tuning
 - › Management via OS gives more granular control
- CONSOLIDATE (Virtualize)
- What are the equivalents for **Storage**?
 - ◆ TAPE or Optical? (trade-off response time vs. energy usage)
 - ◆ Solid State Storage: high IOPS, low/no power, expensive???
 - ◆ Disk drives and RAID arrays
 - › Slower/Larger drives where possible (Design choice vs. Dynamic)
 - › Power-off or spin-down drives: MAID (Massive Array of Idle Disks)

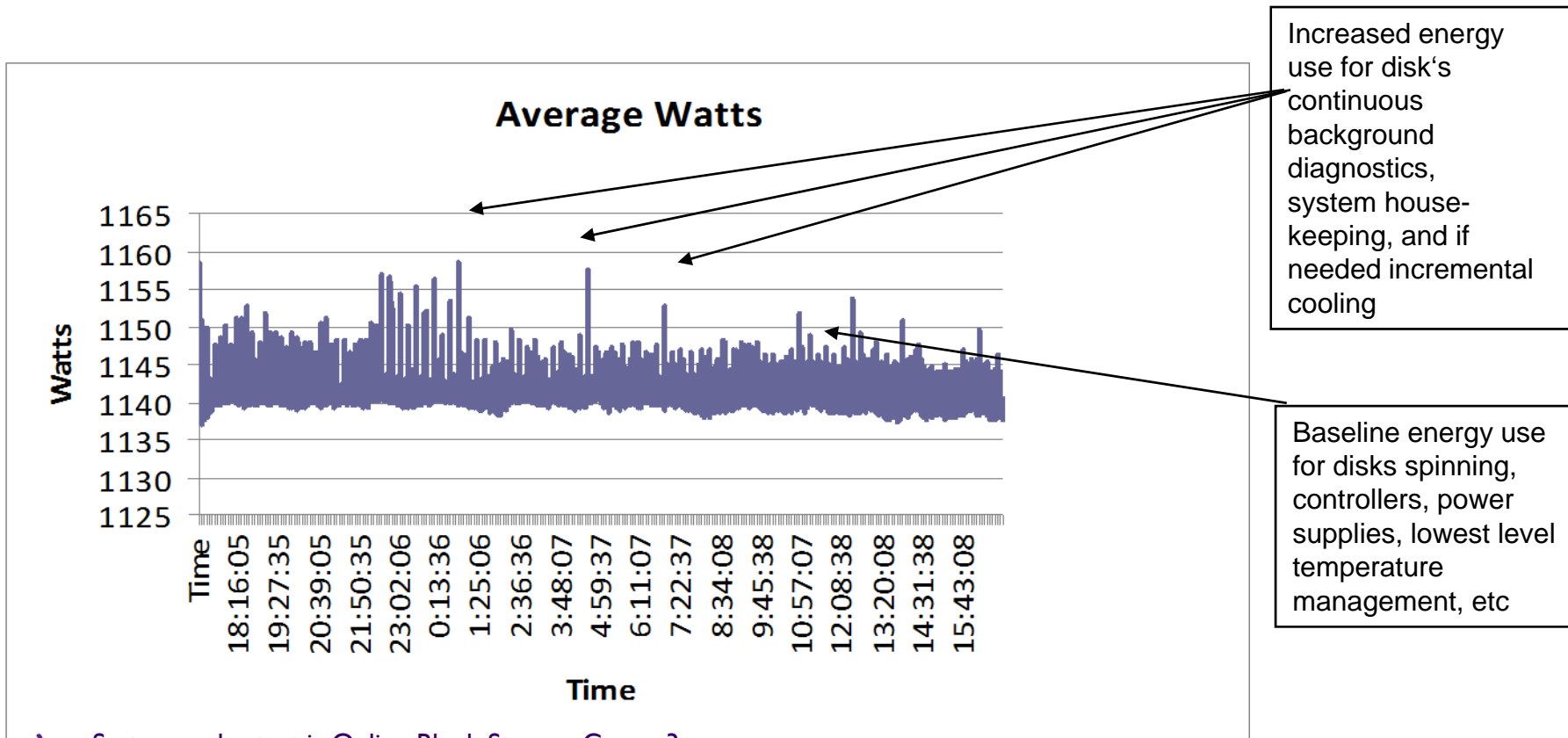
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Storage-specific Power/Cooling data

- Each component of a Storage system has Power and Cooling requirements
 - ◆ Understand “**Idle**” (*not* ‘stand-by’) vs. “Loaded” (R/W)
 - ◆ Label ratings are usually peak power required
 - › If you design using this data, your power/cooling equipment may be (grossly) over-built (Bad!), and CapEx will suffer.
 - › Operating equipment below its rated temperature offers little (no?) benefits (except for Operators!)
 - ◆ Some manufacturers offer better data or design info
 - ◆ If you really want to know, you may have to instrument in order to get real measurements.
 - ◆ Or, you could wait to see what SNIA comes out with...

Sample Idle Storage System Measure Idle Test Measurement (No I/O to Array)



System under test is Online Block Storage Group 3

Notes:

- Graph is for a 24 hour measurement time period; graph does not include the pre-conditioning phase
- A profile of a graph for Group 2 Online Storage, e.g. 100% JBOD, would not have the energy related activity spikes for disk & system background diagnostics and data validation. **This is one of the major differences between Online Storage Group 2 and 3 Systems - a procurement tradeoff for energy consumption versus system and data reliability.**

Disk-specific Power/Cooling

- Operational envelope
 - ◆ No clear effects on MTBF or TCO of variation within design temperature range
 - ◆ Can temp bounds be expanded?
- Rotational speed of Disks
 - ◆ Buy slower disks, if you don't mind the latency
 - ◆ Variable-speed disks?
- Use appropriate RAID levels
 - ◆ Disks may be 'free', but power/cooling are NOT!
- Max Disk Utilization (OpEx: per disk, not per GB)

What Affects Storage Energy Use?

RAID Definitions



Standalone



Cluster



Hot swap



RAID 0



RAID 1



RAID 5



RAID 0+1



RAID level vs. Power/Cooling

- RAID (*Redundant Array of Independent Disks*), a family of techniques for managing multiple disks to deliver desirable cost, data availability, and performance characteristics to host environments.
- Despite capacity cost reductions exceeding Moore's Law, RAID is not 'free' – extra disks add CapEx and infrastructure costs
- plus **OpEx for Energy/Cooling**
- Compare RAID levels against equivalent JBOD (“Just a Bunch of Disks” = Capacity only)

RAID level vs. Power/Cooling

- JBOD: Number of disks scales to data capacity
 - ◆ Cost of Power/Cooling = $N \times$ single disk cost
- RAID 0 = data striping, disks required = N
- RAID 1 = mirroring, disks required = $2 \times N$
 - ◆ RAID 0+1 or RAID 1+0, power/cooling = $2 \times N$
- RAID 5 = parity RAID, parity check data is distributed across the RAID array's disks.
 - ◆ disks required = $N + 1$
- RAID 6 = various methods to tolerate two concurrent disk failures; disks required = $N + 2$

Key Strategies: Energy/Cooling

- Understand Usage vs. Demand and Other charges!
- Are you sure that Storage is a significant contributor?
- ➔ **Increase Utilization** (Storage Resource Mgmt helps)
 - ◆ **Thin Provisioning, Dynamic LUN Grow/Shrink**
- Consolidate (possibly change storage architecture)
- Trade Response Time (Latency+Throughput) for Reduced Power. i.e. Use Lower-tier Disk, VTL, Nearline, MAID, or Off-line Tape or Optical
- **Move:** when energy/cooling costs or availability dominate TCO, you might consider moving to cheap energy/cooling with adequate WAN bandwidth
 - ◆ Columbia River, West Texas, Canada datacenters?

- Metric: kW/GB vs. kW/disk – Which is correct?
- Store less stuff; delete when approved: Classify → ILM, HSM
- Location: Tiered Storage (SSD, SAS/FC, SATA, Tape, Optical)
- Increase effective Data Density on Disks (or Tape)
 - ◆ File de-duplication (Single-instance)
 - ◆ De-duplication (Factoring, Common Blocks)
 - ◆ Lossless Compression
- Trade-offs on Reliability, Performance
 - ◆ Single-copy of data?! (RPO, RTO)
 - ◆ Unpack/Inflate penalty may be incurred
 - ◆ Hotspots? – spread data across disks

- Please send any questions or comments on this presentation to trackgreenstorage@snia.org



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