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## TQ Corner

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## Relative Links

<https://www.facebook.com/pages/Technology-Management-Inc/165199938537?>

[www.newagedatacenters.com](http://www.newagedatacenters.com)

## Can I Quote You?

"The pessimist sees the difficulty in every opportunity; the optimist, the opportunity in every difficulty."  
*English philosopher, L. P. Jacks*



## TMI Partners on Tier III Wholesale Data Center

The principals of TMI are pleased to announce our exclusive design services partnership with NewAge Data Center Solutions, LLC (NewAge).

NewAge, a new Chicago-based provider of wholesale data center real estate solutions, co-founded and headed by TMI's President Dan McGrath, offers dedicated data center suites to businesses in mid-size markets throughout the Midwest.

NewAge will rely upon TMI for its in-house mission-critical facilities design and project management for each planned facility. TMI's design

approach allows for the robust redundant power and cooling capacity to be engineered to your exact load requirements while maximizing energy and cooling efficiencies resulting in a low PUE.

NewAge recently announced its partnership with Data Holdings, LLC and its first data center offering for a 46,000 sq. ft. Tier III, purpose built facility to serve the Southeast WI and Northern IL markets. Data Holdings will construct a highly efficient, state-of-the-art data center facility located on the near west side of Milwaukee. In

addition to overseeing TMI's design, NewAge will provide exclusive leasing and facility management services.

Zoning approval was received in September and the final design phase is in progress. Ground breaking of the facility is planned for April '12. NewAge is already in discussions with select prospects for tenant space, with initial occupancy anticipated in the first quarter of 2013. Fully dedicated suites are available up to 20,000 sq. ft. The facility will provide regional corporations, SMB or public agencies, looking to outsource their IT operations

See **NewAge** on Page 2

## Jay Brummett to Oversee Dallas Office

Technology Management, Inc. wants to introduce Jay Brummett to the TMI team. Jay has been brought in as Regional Manager, stationed in Dallas. Overseeing the southern region, he will act as project manager on many design/build projects in the area.

Jay began his career in the U.S. Army Corp of Engineers, where he specialized in mechanical, electrical & plumb-

ing projects. He comes to us from Schneider Electric, where he performed MEP assessments of client facilities across the country, providing solutions through Schneider's product offerings in order to rectify any concerns at the client site.

In addition, Jay brings us significant experience in performing energy audits, a service that our clients are turning to on a much more fre-

quent basis. Jay will be a part of the team that conducts those audits across the country and not just in Texas.

We look forward to Jay's vast data center experience to meld in with the TMI philosophy that our clients have grown to appreciate.

You can reach him at [jbrummett@tmiamerica.com](mailto:jbrummett@tmiamerica.com).

*NewAge continued from Page 1*

to a secure, highly available, flexible, and cost efficient facility.

The TMI principals are pleased with the NewAge partnership. "We are presented with an ideal opportunity in Milwaukee and select future locations to

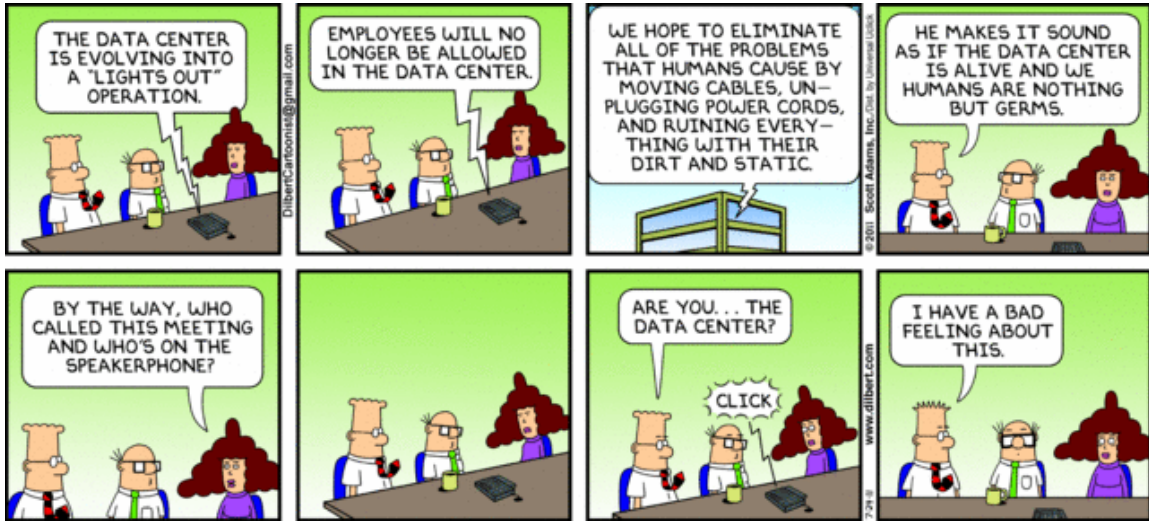
invest and grow our companies and client offerings respectively", says Dan McGrath.

For more information regarding NewAge, contact Bob Evenson, Sales Man-

ager, at 616-450-7772 or e-mail him at bevenson@newagedatacenters.com.

Go to [www.newagedatacenters.com](http://www.newagedatacenters.com) to learn more.

**Dilbert**



**What's a kW Worth to You?**

Industry sources have stated that assuming a \$0.12/kWH utility rate (national average), reducing your data center electrical load by just 1kW equates to roughly a \$1,000 savings per year.

A 5,000 SF data center with a load density of 5kW per cabinet (165 watts/SF) would require an 825kW UPS system capacity to serve the IT load. Using an accepted industry rule of thumb, you would double this load for the mechanical system. Assuming the facility is 65% loaded to capacity, you're looking at a 1075 kW load.

We're of the opinion that the average data center load can easily be reduced by 10% just by addressing the low hanging fruit. Using the example above, you're looking at an annual savings of \$108,000.

It is not out-of-line to think that with a combination of IT and facility related design enhancements, you should be able to achieve a 20-30% energy savings. This same example facility stands to realize a \$3.2 million savings over a 10 year period. Not only are you saving money for your company, these improvements make you and your company better

stewards of our environment.

The first step in the energy savings process would be to perform a facility assessment to identify existing conditions (benchmark) and recommendations to address both reliability and energy savings issues.

Consider our firm, Technology Management, Inc. for your facility assessment. Put our years of site assessment and data center solutions experience to work for you. Contact us if you'd like to receive an assessment quote. The process is typically completed in 3-4 weeks. The assessment will pay for itself.

**Recently Completed Projects**

[Eddie Bauer: Assessment of a 15,000 sq. ft. data center in suburban Chicago](#)

[Peerless Communications: Concept and permit drawings for a 10,000 sq. ft. data center in Chicago](#)

[ViaWest: Assessment of a chilled water upgrade at the InfoMart in Dallas](#)