

MID-RANGE NEWS

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A Word From Dan ...

Bull 'booll n.

Definition:

- a.) An adult male bovine mammal
- b.) What people who have a revenue quota will tell you to try to get you to buy something

Two Words From Dan: No Bull

Definition: What people give you when they are looking for a mutually profitable relationship that will span many years

Green Bull: See below.



Greening your IT environment is easy.

No it isn't. Simply upgrading and reducing your number of old servers, storage, and HVAC will help but it has to be done in such a way that you can measure your reductions in power, software licenses etc. to calculate hard savings. It's about reducing power but it's also about reducing other costs and recovering capital outlays in a reasonable period of time.

Ethanol is good for the environment.

No it isn't. Corn based ethanol has only served to increase the price of food and fuel and make corn farmers richer. It is helping to push people around the world (particularly in parts of Mexico) to the starvation point. If ethanol is part of the answer it lies in sugar cane based ethanol (primarily from Brazil) that won't make it to market until someone stands up to the U.S. farm lobby.

Nuclear power is bad.

No it isn't. It's clean. It's green and it's safe. Nuclear power is being used now and it will experience a resurgence in the future because people will not give up what they have (cars, heat, a/c, travel) and "go backwards." The demand for fossil fuels will only increase. So either use nuclear to help produce oil (think what of a couple of big nuclear plants in northern Alberta would do for the oil sands industry) or use it to charge batteries in cars. At this point and for the next 20-40 years it is the only viable, wide scale, reasonably priced source of power outside of fossil fuels. Go long on uranium.

Meat is bad for the environment.

You are correct. According to the United Nations "cattle rearing generates more global warming greenhouse gases, as measured in CO2 equivalent, than transportation (cars and trucks)" and it also adds tons of methane, ammonia, and nitrous oxide to the environment. Or as they say at the vegetarian store "No moo is good moo."



Summary:

1. Green your IT the right way.
2. Stop using ethanol.
3. Fire up the nukes.
4. Have dinner with a vegetarian.

Would you like some \$\$\$\$\$ to go with that new server Ma'am?

If you are a PowerStream (www.powerstream.ca) customer you can get some. PowerStream runs a Data Centre Improvement Plan (DCIP) that not only gives you money to upgrade to servers that use less power but also helps you to identify other IT assets (HVAC, lighting, etc.) that you can adjust to bring down your electricity bills.

We're not making this up. This is a utility that gives you money to use less electricity. Seriously. We wouldn't kid you about something like this.

Call us at 905-940-1814 or e-mail us at sales@midrange.ca and we'll get you the details.

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