



coreNews

With a Strong First Half in 2009, Core Services Focuses on Growth and Integrating Green Practices for its Datacenters.

Core Services Reduces Its Impact on the Environment and Its Use of Natural Resources.

Core Services Corporation ("Core Services"), has taken steps to minimize the environmental impact of its data centers' heating and cooling systems and plans to integrate additional green practices into future data centers. Ongoing green plans and practices are included not just in Core Services' data centers but also in its physical buildings, sites, and infrastructure.

"It's clear that all **data centers** drain power at an alarming rate; this is the major catalyst in our corporate strategy to reduce our overall energy use," says Jim Bistis, President and CEO of Core Services. "Just about every year since the inception of Core's first data center, we have seen server **power requirements** go up as well as our utilities rates." Bistis continues, "Some of these newer high-density servers can create hot spots and, as a result, the need to add power becomes unending." Bistis affirms, "Core has taken a long term approach to this problem by investing in more energy-efficient equipment and aggressively consolidating servers where possible."

There are plenty of power management tools available to the market, but many IT managers are hesitant to implement and use them. Recently, Core Services has seen significant benefits to using these types of power management tools. Bistis explains, "We have come to realize that 'greening' our data centers has provided encouraging benefits for our business already. We are finding that the use of power management tools actually increases reliability and uptime of our servers by reducing stresses on our data center power and cooling systems. While Core remains focused on uptime and performance, it won't be exclusive of power management. We are anticipating, as we add more of these power management features, that we will see our overall energy requirements drop by as much as 10 to 15%."

Core Services realizes that "greening" its data centers is not just about saving energy, it's also about saving our future. "We strive to have a positive impact on the environment and community that will support a healthy and sustainable future for generations to come," says Bistis. "For companies in the IT industry - like Core Services - concerns about affordable energy are more pressing each day."

Additional steps Core Services has taken in the last twelve months in its current data centers include:

- Consolidated and virtualized servers using the Sun Container technology, which emits less heat for the same footprint;
- Continued upgrades to energy efficient and more powerful servers – the most recently upgraded servers utilize the "CoolThread" technology offered by Sun in its UltraSPARC T1, T2 and T2 plus processors—with up to 32 simultaneous threads in one incredibly low-power, low-heat processor. With the CoolThread technology, the T1 processors are possibly one of the most eco-responsible ever created (www.sun.com);
- Refreshed disk storage technology to replace less capacity (<70GB) drives with higher capacity drives (>140GB);
- Adjusted the thermostat set point of current data centers to 77F per ASHRAE standards; and
- Greatly reduced heat dissipation from its tape libraries from 10000 BTU to 733 BTU, and reduced power consumption from 2880W to 215W, by upgrading its LTO-1 tape drives to LTO-4 and by including a VTL/data de-duplication backup solution.

Plans for future data centers include:

- Implementing "economizers" to allow outside cool air to compliment data center cooling systems;

With the rising cost and environmental effect of our energy uses, and limited energy availability in some areas, companies like Core Services are taking a new and bold approach in designing and managing data centers. Bistis concludes, "We are excited about many of the new technologies and options available and look forward to building new greener data centers that have a positive impact on both the environment and our business."

Corporate leaders continue to leverage Core Services' Oracle outsourcing solutions as a top strategic initiative during tough economic climate.

Core Services understands that global market pressures have forced corporate executives to exhaust cost-reduction measures in order to survive this economic downturn. Many of those executives, as commented on six months ago by Core Services President and CEO, Jim Bistis, are incorporating outsourcing into their business strategies for critical business applications.

"2009 is going to be a pivotal year for Core's Hosting Practice as firms seek to get more for less with their budgets," says Bistis. "Most executives won't be increasing their spending on IT and business operations but instead will look to leverage outsourcing as a vehicle to save money and to hopefully increase their market competitiveness. As such, many will turn to a strategic partner like Core Services who leads our industry in trusted delivery capabilities and a **proven track record.**"

"This year has already proven to be one of our strongest on record; many companies who approached Core late last year have become Core Services' clients in 2009," explains Keith Inouye, Core Services Vice President of Sales and Marketing. "Within this tumultuous economy, corporate officers and leaders who had not previously considered outsourcing their Oracle Applications are now taking a much closer look at **Oracle Applications Outsourcing.**"

Core Services has extensive experience managing and supporting even the most complex Oracle modules across multiple industry segments, including financial services, business associations, insurance, technology and manufacturing. In the last 6 months, they have seen new clients join from these industries, from companies from the Food Services and Not-For-Profit sectors, as well as multiple companies from the Oil and Gas industry.

- Discussing and searching options for fly-wheel diesel generators;
- Researching and implementing a solar photovoltaic system;
- Researching rain water collection systems to supplement cooling towers;
- Building sites that are walking distance to public transportation; and
- Providing bicycle storage facilities/ bike racks and changing rooms for employees that would utilize alternative transportation options.

Did you know?

Core Services website has been translated into Arabic? Check out the "Language Icon" at the top of our website and click on "Arabic". (Keep checking back as we add more languages in the future.)

Core Services is sponsoring a Summer Lacrosse League team? The tournament is called "War at the Shore," and the team name is "Core Beast Mode."



Core Services recently opened up their newest office in Dubai, U.A.E? This office opened after a successful OAUG Connection Point- Dubai this past April.

Core Services was involved for the 3rd year in a row at the American Cancer Society's Starlight Gala in Houston this past May? As a table sponsor, food underwriter, and local volunteer provider- Core Services was part of an amazing group that helped raise more than \$120,000 in one evening. (A record in The Starlight Gala's history)

Core Services Upcoming Events:

Oracle OpenWorld, Oracle's flagship showcase, is the world's largest information technology event dedicated to helping enterprises understand how to harness the power of information. The event provides a platform for Oracle's customers, partners, and employees to take part in a dynamic, information-sharing environment to connect with the people, products, and trends at the forefront of business and technology.



VISIT Core Services at Oracle Open World. We will be located in booth #933 in the South Hall.

Core Services Partner Lead Registration

Core Services embraces and rewards our partners who are important to our success. We provide a convenient website where our partners can register new hosting and consulting opportunities for Core. Core Services will compensate companies or individuals with up to a 5% referral fee. To participate in Core Services' Partner Lead Registration go to:

<http://www.coreservices.com/partners/plr.html>