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I was quite excited about the introduction of The Green Grid's latest metric, the PI.

I have long been a critic of PUE – or more accurately the abuse of PUE by marketing departments. So, the idea of a new metric seemed like a really great idea. It was only when I read The Green Grid's press release that my heart began to sink. The trouble is it is based on PUE. There is nothing wrong with PUE per se, but even The Green Grid in its own report – PUE: A Comprehensive Examination of the Metric – states that

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of efficiency (A being the most efficient). The idea is that one measures the PUE of the data centre and then expresses it as a percentage of how near the data centre is to being at the top of that range and is expressed as PUEr(range)=x%. In other words, if your data centre is in category A – and all will be when the marketing department gets hold of it – and your PUE is 1.1 (which it won't be if you ever switch the lights on, but that goes back to the original abuse!) then you will express it as PUEr(A)=90%. Trust me, we will start to see many, many of those!

'PUE is not a data centre productivity metric, nor is it a standalone, comprehensive efficiency metric'.

PUE is a good metric, but its abuse by marketing departments has completely devalued it and made it, frankly, irrelevant. So, being the basis of the new PI makes it just another marketing department's dream.

PUEr is the dream of all dreams. The Green Grid has defined seven PUE ranges from A to G with each representing a different level

Don't misunderstand me – the concept is worthy. Taking into account IT Thermal Conformance and IT Thermal Resilience and using them to assist in modelling the PI is good. The issue is in the use of PUE and PUE ratio (PUEr). This will be completely abused by marketing departments as usual and will skew the outcome of PI.

I'm afraid this is a great idea that will confuse rather than inform because of its basis in PUE.