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Jim Grice Shares Thoughts on the Data Center Industry's Energy Challenge

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The data center industry's need for massive amounts of electricity is seen by many as its biggest current challenge. Industry leaders like Microsoft and Dell are exploring new technologies to drive that need – and associated expenses – down. However, as Akerman Energy and Infrastructure Sector Team Co-Chair Jim Grice explained to *Data Center Knowledge* recently, because the industry requires nearly constant up-time, it is reticent to add tech that doesn't have a long proven track record of dependability.

“The possibility of a new technology failing, leading to a massive lawsuit, is simply not worth the risk. ‘It's not an industry where we're open to innovative ideas,’ he said. ‘We're not open to trying things out on the fly.’”

While the industry may be wary of addressing energy needs with alternatives inside the building, more are embracing alternatives outside, according to Grice. He noted that more data center owners are now exploring alternative energy production like wind farms to power their facilities.

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