



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

YEAR:
2012

STATUS:
Laureate

Project Name:
Yahoo! Japan Shinsai Website

What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?

In the wake of the March 11, 2011 Eastern Japan magnitude 9.0 Great Earthquake and Tsunami disaster, Yahoo! Japan (YJP) reacted quickly to set up a disaster microsite, <http://shinsai.yahoo.co.jp/> (Shinsai tr. Quake Disaster), to assist with humanitarian efforts and disaster recovery. Since the disaster, the Shinsai site has evolved into a central hub for donation and charity efforts and remains instrumental in connecting the Japanese community in their post-disaster recovery efforts and future event preparation. Having a long-standing relationship in the data center business with server manufacturer Super Micro Computer, Inc., YJP enlisted their assistance and worked quickly to configure and deploy systems using Supermicro's latest energy-efficient server designs incorporating low-power Intel Xeon processors to host the Shinsai site. The efforts between the companies have resulted in scalable energy-efficient solutions that conserve power without sacrificing performance. This deployment is a model example of how server optimization in the data center is meeting the challenging circumstances that Japan now faces with power conservation at the forefront of daily life in a highly data-driven society. This action has sparked innovative collaboration between YJP and Supermicro in the development of additional energy conserving technologies for YJP's sophisticated and evolving data centers. To date, the Shinsai project has outgrown the initial donation of 60 power-conserving systems and blossomed into a green initiative with the addition of hundreds more energy-efficient Supermicro SuperServers, each contributing to Yahoo! Japan's overall data center power efficiency. The site now provides a thriving online community with news and emergency alerts, community events, volunteer activities and charitable donations. The portal accommodates millions of page views per day and serves the cause while keeping power consumption at a minimum.

Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.

Application Optimized Server Solution Configuration: 1U Supermicro SuperServer CSE-813MTS-350CBP, Supermicro X8DTL-3F, Supporting Dual Low-Power 60W Intel Xeon L5520 Processors, 6/12/24GB Memory Options, 2x 147GB or 4x 300GB SAS HDD Options, 350W Gold-Level High-Efficiency (93%+) Power Supply, PWS-361-1H Air Flow Optimized Cooling Shroud, MCP-310-18003-0N Quick Release Rails for Easy Maintenance, Custom BIOS and IPMI Firmware Bulk Packaging for Lower Recycling Costs, On-Call Service and Support for Maximum Uptime and Availability. There were some challenges with the deployment being in Japan, post-disaster, but Supermicro had long-standing connections with distributors and suppliers in the region that enabled quick deployment and response to issues and needs.

Please list the specific humanitarian benefits the project has yielded so far.

The Shinsai portal (<http://shinsai.yahoo.co.jp/>), being an online community, has been an invaluable center for people to connect and find information immediately following the disaster and to this date has evolved into a live community that shares and exchanges information that benefits families and communities affected by the disaster as well as those involved in the relief efforts. It is also benefiting the immediate community and planet as a whole through the energy-efficiency of the system as the power challenges resulting from the failure at the Fukushima Daiichi Nuclear Power Plant caused us to rethink how to operate with more "green" ideals in mind. Supermicro is a company driven by energy-efficiency and has the slogan, "We Keep IT Green." This project has pushed the company even further to develop innovative technologies that will hopefully have a positive global impact on how data centers conserve energy while maintaining performance levels in the face of growing demands on information technology.

Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.

The project has and will benefit many data-driven organizations now and in the future as it drives us to optimize IT for higher levels of energy efficiency, be less carefree about how we expend energy and think deeper about how we utilize the earth's limited resources. It was also a call for us to unite our organizations across the planet and contribute to local communities in need. It reminded us we are all part of a family and must work together to create solutions that will help us evolve and not devolve.

Organization:
Yahoo! Japan

Organization URL:
www.yahoo.co.jp