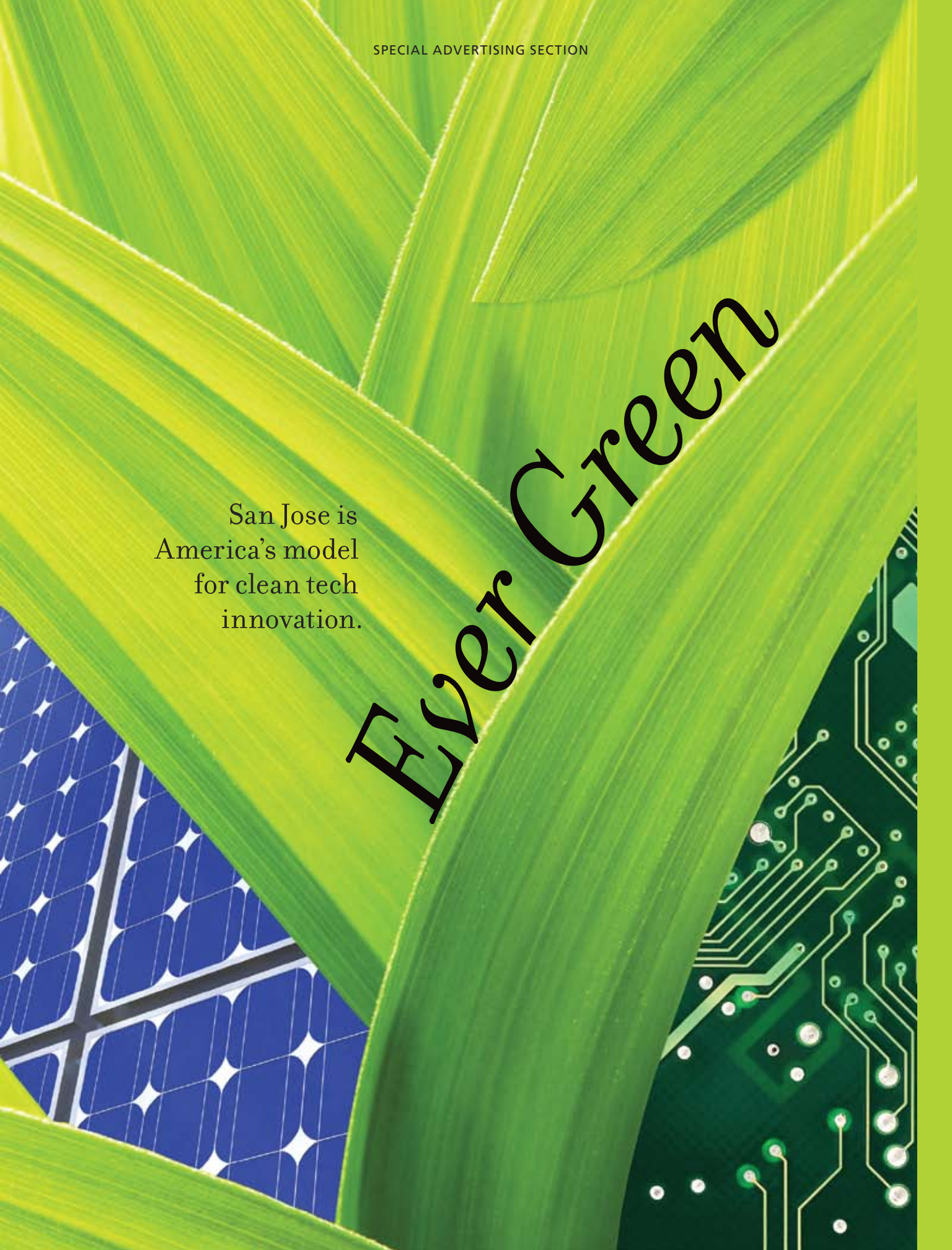
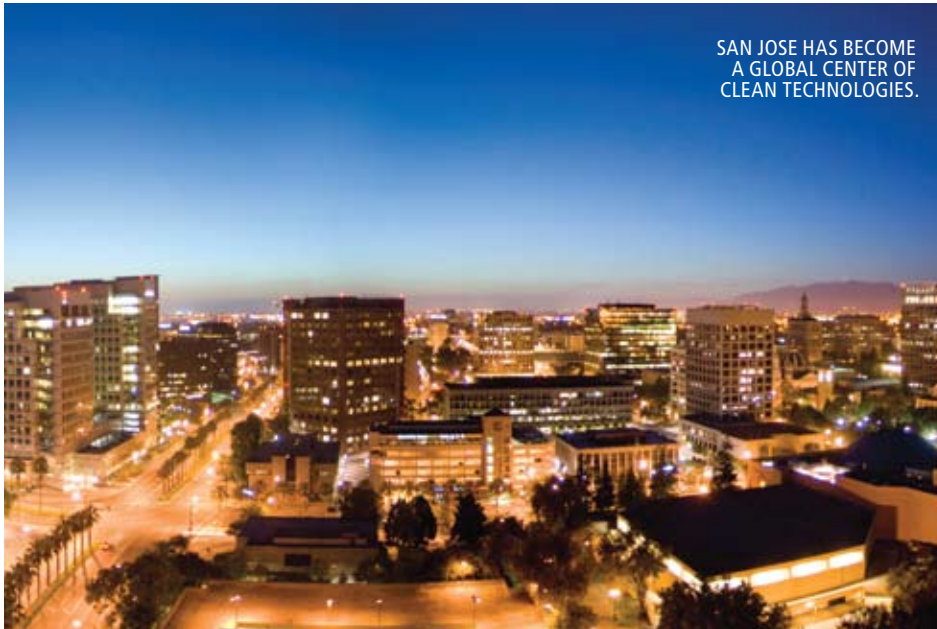


San Jose is
America's model
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Ever Green





SAN JOSE HAS BECOME
A GLOBAL CENTER OF
CLEAN TECHNOLOGIES.

Brocade's new complex is moving San Jose—the 10th-largest city in America—closer to one of its key goals: constructing or retrofitting 50 million square feet of green buildings by 2025. Why should San Jose care so much about going green? It's all about economic development, says Mayor Chuck Reed: "We need to catch the clean tech wave to remain the innovation center of the world."

San Jose's Green Vision—which is aimed at creating 25,000 clean tech jobs, reducing per-capita energy use by 50%, receiving 100% of the city's power from renewable sources, and diverting

In 2008, when Brocade decided to consolidate its five Silicon Valley sites into one campus, the company didn't want to build a typical corporate headquarters. Instead, Brocade—which provides customers with the data center networking solutions and services they need to manage their information assets—wanted an environmentally responsible showplace composed of energy-efficient buildings and a powerful solar electrical system.

"We are focused on sustainability in our products, so it was only natural for us to focus on ensuring that our facilities would have a positive impact on managing greenhouse gases," says Michael Hirahara, vice president of global real estate and facilities at Brocade. With that as background, it was only natural that the company chose to stay in San Jose, the "Capital of Silicon Valley."

At the time of the decision, San Jose had just approved its own comprehensive "Green Vision" program, and Brocade's plans fit like a glove. Its new 562,000-square-foot campus, scheduled to be fully occupied by the end of this summer, has been designed to earn a U.S. Green Building Council's Leadership in Energy and Environmental Design—or LEED—Gold rating. It will feature a 550-kilowatt solar power system, extensive energy monitoring, and water conservation systems. Special sensors will dim the new buildings' state-of-the-art LED lights when the sun is shining, and will coordinate ventilation systems to provide heating and cooling where and when it's needed.

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innovation center
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—San Jose Mayor Chuck Reed

100% of the city's waste from landfills to energy production—evolved from a conversation Mayor Reed had with Congressman Mike Honda, who urged bold steps on clean tech and the environment. Soon after, the Mayor met a retired U.S. Marine major, who had created a solar energy company at the city's Environmental Business Cluster because, as he put it, "He was damned tired of funding both sides of the war, seeing how the money we pay for oil is mostly going to countries that are not our friends."

That resonated with Reed, an Air Force veteran whose daughter and son-in-law have served in Iraq and Afghanistan. "By capitalizing on the innovation that already exists in our community, we can lead the clean technology revolution," he says. "In the process, we will create thousands of new jobs, grow city revenues, expand our local economy, and demonstrate that clean and green technology is fiscally responsible."

As San Jose pursues its Green Vision, it has created an ideal environment for local clean tech companies to thrive. The roof of the city's new seven-story parking garage—part of a major expansion of the Mineta San Jose International Airport—will be covered with 4,700 solar panels that will produce roughly 20% of the facility's power needs. City Hall and surrounding downtown areas are dotted with clean tech demonstration projects, including several developed by startup companies within the Environmental Business Cluster. And the city has begun converting its streetlights to energy-efficient LED bulbs that are networked into a "smart"

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monitoring system made by San Jose-based Echelon Corp.

These efforts, which have helped the city attract 4,000 new clean tech jobs, are just the beginning:

- Even after Adobe Systems Inc. became the world's first commercial enterprise to receive three LEED Platinum certifications for its downtown headquarters, the company installed 20 new 40-foot-tall wind turbines. Later this spring, Adobe will unveil a dozen large fuel cell systems capable of producing a quarter of the company's energy needs.
- At Super Micro Computer, Inc., a maker of high-performance servers and workstations, CEO Charles Liang and Supermicro design teams are dedicated to achieving the highest power efficiencies possible. Developing green technologies like premium power-saving components, high-efficiency power supplies, matched cooling subsystems, and optimized system architectures, Supermicro is achieving server efficiency levels once considered impossible. Today, each Supermicro server saves customers \$200-\$500 in electricity over three to four years of operation.
- BioFuelBox, created in 2006 by a group of retired Silicon Valley IT executives, makes systems that turn fat, oil, and other waste into high-quality biodiesel fuel. Concerned that San Jose would balk at plans for a trial system, the company was startled when managers from seven different city agencies came together quickly to move the permits along. "The permitting process was

a dream," says BioFuelBox marketing vice president Rick Reddy.

It's exactly what venture capitalists, who pumped more than \$7 billion into clean tech in 2009, love to hear. "Far more quickly than people realize, Chuck Reed has positioned San Jose as one of the greenest cities in America," says Steve Westly, former Controller of the state of California, and now managing partner of The Westly Group, one of the country's largest clean tech venture capital firms. "When clean tech firms are deciding where they want to locate and expand, they look first at San Jose because they know how bullish the city is on it."

Ray Lane, a managing partner at venture capital giant Kleiner Perkins Caufield & Byers, agrees. "California is notorious for not being the friendliest place to do business," he notes, "but San Jose has demonstrated that it streamlines the approval processes so that innovators can do what they do best—innovate." ●

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