Utility Opportunities for IT Energy-Efficiency Programs

Presented by:

Climate Savers Computing Initiative

U.S. Environmental Protection Agency ENERGY STAR Program

Live Poll: Tell Us About Yourself

- Which of the following best describes your job function:
  - Utility customer
  - Utility energy-efficiency program manager
  - Utility association employee
  - State Utility / Energy commission employee
  - Consultant or service provider to energy-efficiency programs
  - Employee at an interested organization

Agenda for Today's Webinar

- The Problem: IT Energy Waste
- Climate Savers Computing and ENERGY STAR Program Overviews
- Highlights from first Webinar in series: Briefing on IT Power Management for Utility Energy-Efficiency Program Managers
- Hardware Energy-Efficiency 101
- Emerging Practices for Replacing Inefficient Hardware
- Utility Opportunities for IT Energy-Efficient Programs: Beyond Power Management
- Utility Experiences with Energy-Efficiency Programs
- Suggested Next Steps
- Q & A

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The Problem: IT Energy Waste

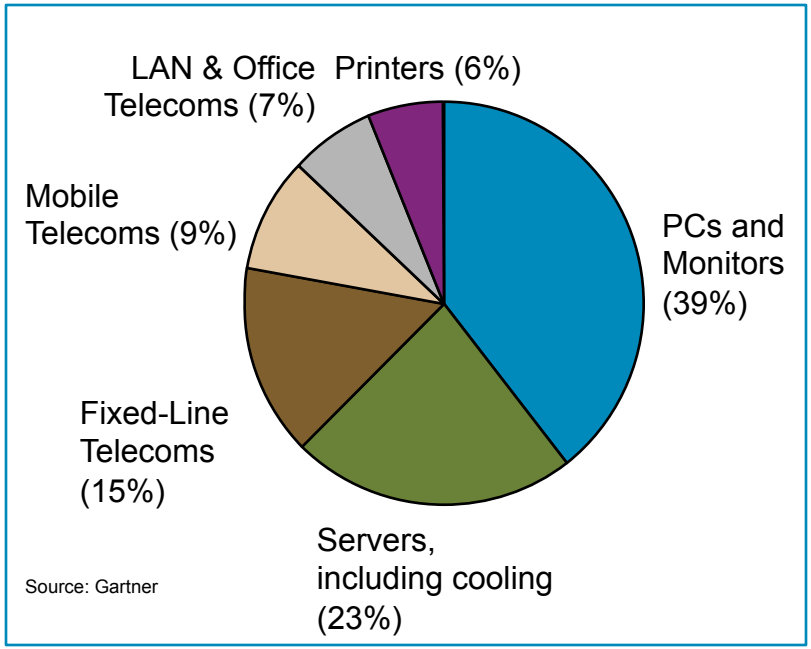
Pat Tiernan, Executive Director of the Climate Savers Computing Initiative

Live Poll: How Far Along Are You Today?

- What stage of incentive program development are you in:
  - Early stages; research only
  - Planning stages
  - Pilot in progress
  - Program is up and running
  - Not Applicable

The Hi-Tech Power Problem

- The global information and communications technology industry accounts for approximately 2% of global CO_2 emissions[1]
- Energy costs – typically around 10% of an IT budget—could account for 50% of the average IT budget in just a few years[2]
- "By 2010, about half of the Forbes Global 2000 companies will spend more on energy than on hardware"[3]
- There are currently over 1 billion PCs, projected to be 2.25 billion by 2015[4]



1 Source: Gartner, May 2007
2 Source: Mark, Roy, House Green Lights EPA Data Centers Study, Internetnews.com (July 13, 2006)
3 Source: Source: Businessweek.com: CEO Guide To Green Computing. From Gartner
4 Source: Forrester Research

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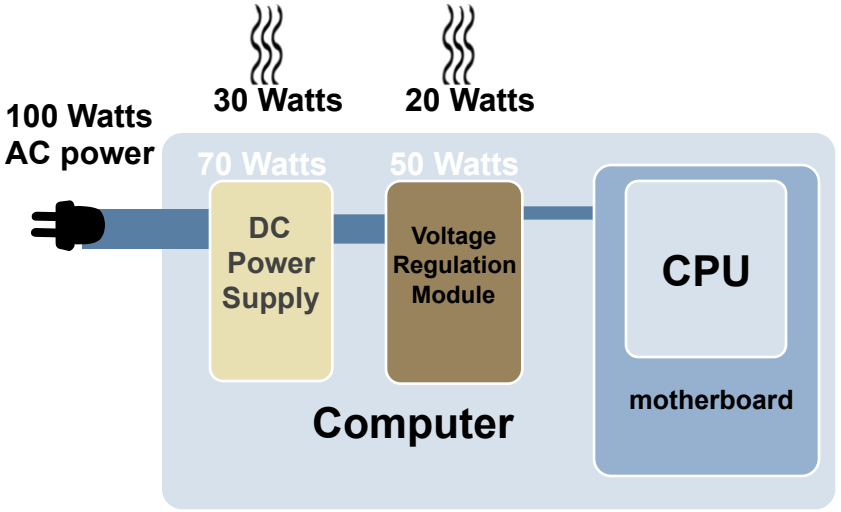
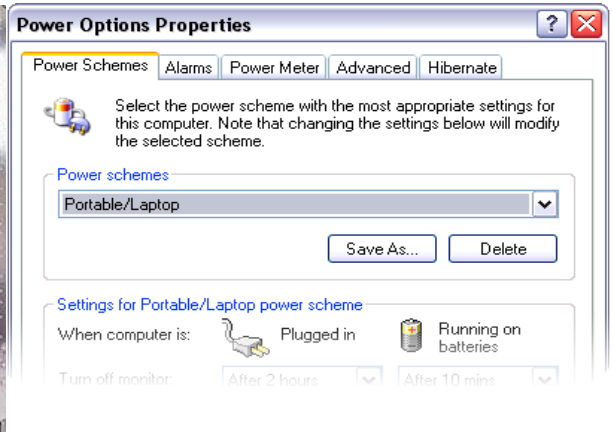
Today's Environment

- The average desktop PC wastes nearly half the power it consumes
- Servers lose approximately one-third of their power as heat
- 90% of desktops do not utilize power management settings[1]





Addressing the problem makes fiscal sense!

1 Source: US EPA, http://enduse.lbl.gov/info/LBNL-53729_REV.pdf; see also http://www.energystar.gov/ia/products/power_mgt/North_Thurston_Case_Study.pdf and http://www.energystar.gov/ia/partners/prod_development/revisions/downloads/computer/Computer-PowerMnmt.pdf for additional comments on the extent of power management usage

Today's IT Purchasers

- 66% are familiar with ENERGY STAR standards
  - 94% say their next server purchase is likely to be ENERGY STAR qualified
- 63% with access to Utility incentives and rebates believe that available incentives are applicable to their upcoming IT investments
  - 92% say that Utility incentives and rebates are a significant factor in IT purchasing

Source: CDW-G, 2009 EE IT Report, page 10

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