GREEN I.T. TIPS AND TAKEAWAYS

Lunch and Learn #4

6.12.13

Guest speaker: Geoff Overland, DCEP, CLEAResult

Questions to Consider:

- Does the IT Department ever see the utility bill?
- Is energy consumption included in the total cost of ownership of new IT equipment purchases?
- Are you using energy cost-savings measures to drive business justification for new purchases/investments?
- What are the temperature requirements of your IT equipment?
    - Be sure to ask the manufacturer; you may be able to raise the temperature of your server room by several degrees
- Are all perceived opportunities and energy efficiency opportunities discussed between IT, facilities, and finance?

Highlights from Energy Efficient Computing Options Presentation:

- IT can provide your organization the opportunity to drive forward your energy efficiency goals
- If you have a server room, cooling is the biggest opportunity for energy efficiency
    - For example: free cooling, economizer, air flow management, etc.
- 4 Areas for IT Energy Efficiency
    - IT equipment in server rooms
    - IT equipment on desktops
    - Networking equipment and resources
    - Facility equipment that supports IT environments
- 3 Improvement Areas
    - IT
    - Electrical
    - Cooling

Actions You Can Take:

- Install PC Network Energy Management
- Use smart power strips
- Thin client conversion
- Server virtualization
- Use multifunctional printer/fax/copier/scanner
- Optimize facility equipment in server rooms

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Financial Incentives:

- Focus on Energy: *Prescriptive Incentives*
  - PC Network Energy Management: 50 percent reimbursement OR $6 per computer
  - DX Air-Cooled CRAC Units: $100/ton
- Focus on Energy: *Custom Incentives*
  - VFD added to CRAC/H Supply Fans
  - Cold Aisle or Hot Aisle Containment
  - Waterside Economizer for Chilled Water Plants
  - Chilled Water Supply Temp Reset for Chilled Water Plants
  - Variable Speed Pumping for Chilled Water Plants
  - Storage Virtualization
  - High Density Cooling Solutions
  - Cooling Equipment Upgrades
- For more information, visit **focusonenergy.com/business** and contact your Focus on Energy representative. If you don't have a rep, please contact Doug Kraft: dkraft@franklinenergy.com, 608-310-6910 x1308

Resources:

- E-Waste disposal and responsible recycling
  - Vintage Tech Recyclers, Inc, **vintagerecylers.com**, 630/305.0922
  - Cascade Asset Management, **cascade-assets.com**, 888/222.8399
- Use a Watts Up? or Kill-A-Watt meter to measure the amount of energy used by your equipment
  - Available for purchase, under $50
  - Available for check out from Library
  - Available during the summer from Sustain Dane
- Energy Star's Low Carbon IT Campaign – Power Management Pledge
  - **energystar.gov**
  - Free energy management software (EZ GPO, an energy efficient product from the EPA)
  - Free technical support
- Green Grid Association, **thegreengrid.org**
- Madison Gas and Electric, **mge.com**

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