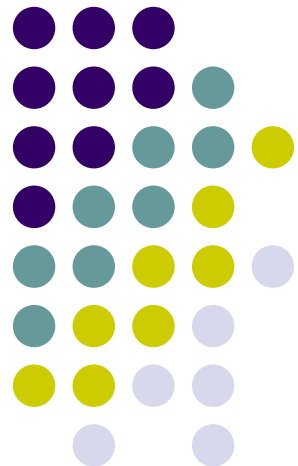
EUROPA communications

IBM

Energy Efficiency Survey Results



Energy Efficiency Survey Results

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Energy Efficiency Survey Results

Background to Survey

- Energy Efficiency is one of the key topics when organisations are considering technology change. As IT becomes the largest consumer of energy in many organisations it also becomes the prime target for cost reduction.

- Responsibility for action extends outside of traditional IT management, into areas such as Finance and Facilities Management. Directives are being implemented; cost reduction strategies set and discussions regarding the energy effects of IT are taking place everywhere.

- IBM wishes to ensure that decision makers (particularly those outside of IT) understand the causal factors of IT energy consumption and the main improvements that will help them to achieve energy reduction targets.

Energy Efficiency Survey Results

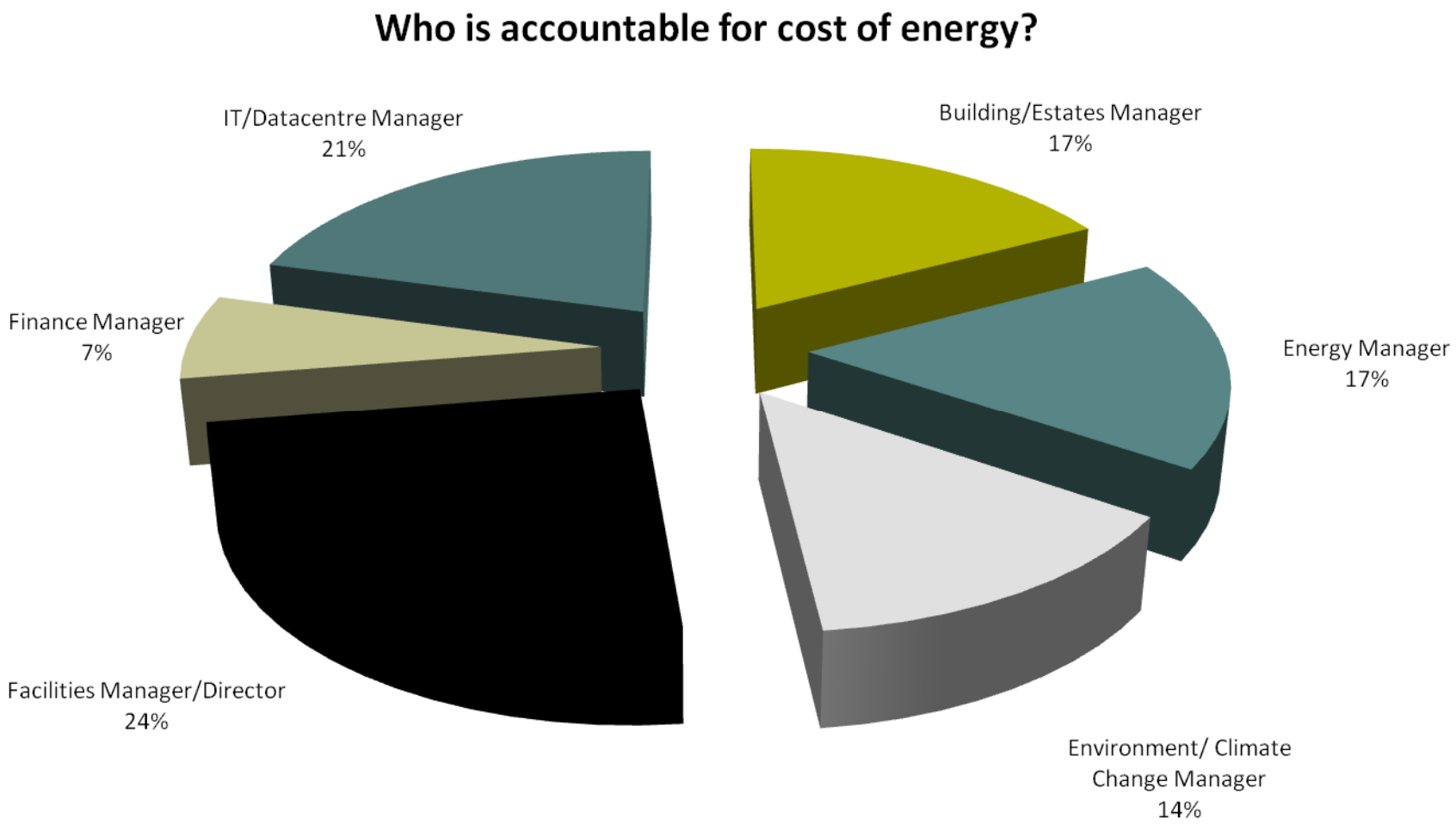
Objectives

- IBM requested EUROPA Communications to perform a brief survey of selected organisations, mainly in Financial Services and Local Government, on the subject of Energy Efficiency

- **The goals in brief were to establish:**

  - Who is responsible for driving cost reductions and efficiencies across the whole organisation?
  - How much of an impact is energy cost having?
  - What are the priorities for reduction?
  - What plans exist to deliver improvements?

Energy Efficiency Survey Results



Energy Efficiency Survey Results

Survey Stats

- **Database Scope:** 34 organisations from Public Sector and Financial Sectors
- **Respondent Decision Makers:** Mainly Energy or Facilities Management, with some IT.
- **Profiling Dates:** March – April 2009
- **Responses by Sector:**
  - Pub Sec: 27
  - Fin: 5
  - Other: 2
- **Total Responses** 34

Energy Efficiency Survey Results

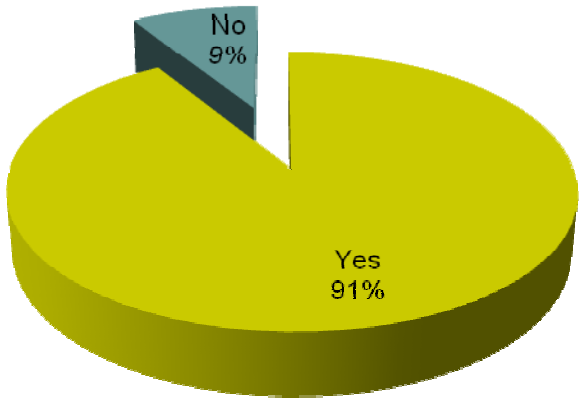
Summary of Results

Out of 34 completed surveys…

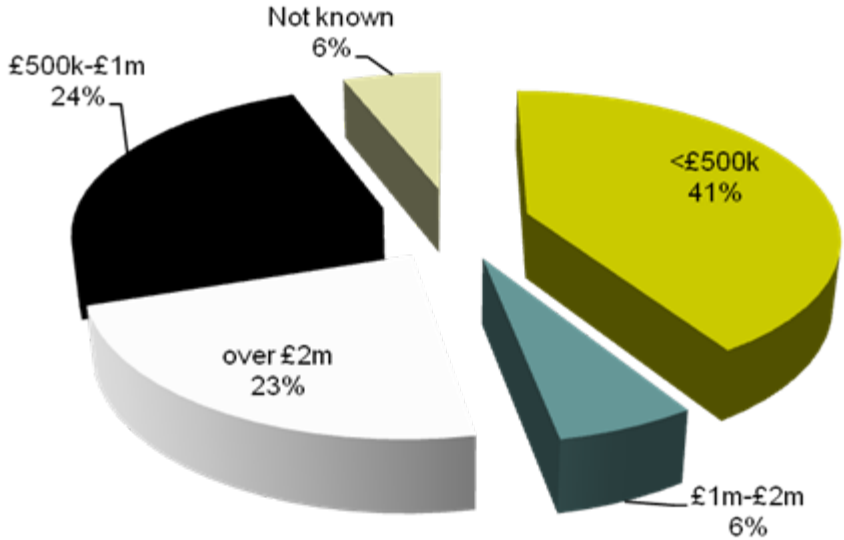
- 31 said that high energy costs were having an impact on their organisation
- In terms of the size of their electricity bill:
  - 14 were less than £500k
  - 8 were between £500k and £1m
  - 2 were between £1m and £2m
  - 8 were over £2m
  - 2 were not known
- When questioned regarding how as a business they manage their electricity:
  - 20 manage via Metering
  - 8 manage using Software
  - 2 manage via AMR
  - 2 manage via other methods
  - 1 manage via Consultancy
  - 1 stated that this was not currently being managed
- We discussed how they manage their electricity within IT specifically:
  - 14 manage via Metering
  - 10 manage using Software
  - 6 manage via other other methods
  - 2 manage via consultancy
  - 2 manage via AMR
- With regards to what was the main driver to manage their electricity bills
  - 25 stated Cost
  - 5 stated CRC
  - 4 stated Corporate Responsibility
- 21 organisations have agreed targets for the reduction of energy consumption
- 10 organisations were aware of the IT energy spend
- 19 organisations have accessed their DC energy efficiency
- 21 organisations said that CRC legislation has had an impact on their company
- 27 sites stated that IT energy consumption is an issue for them
- 28 sites are interested in receiving a copy of the report summary when completed
- Finally, 16 sites are interested in receiving contact from IBM once an offering has been finalised

Energy Efficiency Survey Results

Is high energy cost having an impact on your org?



Size of Electricity Bill



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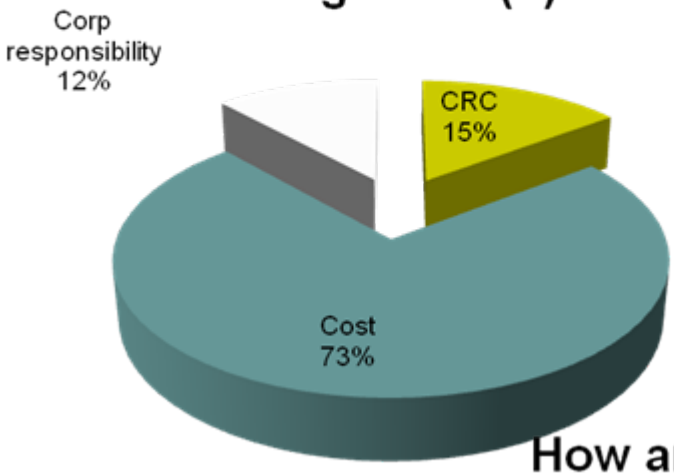
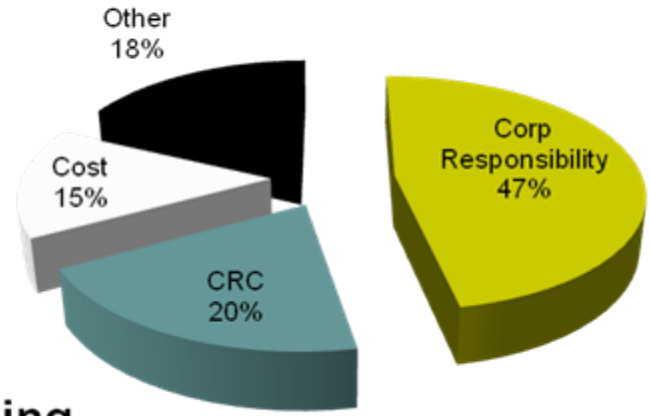
Energy Efficiency Survey Results

IBM

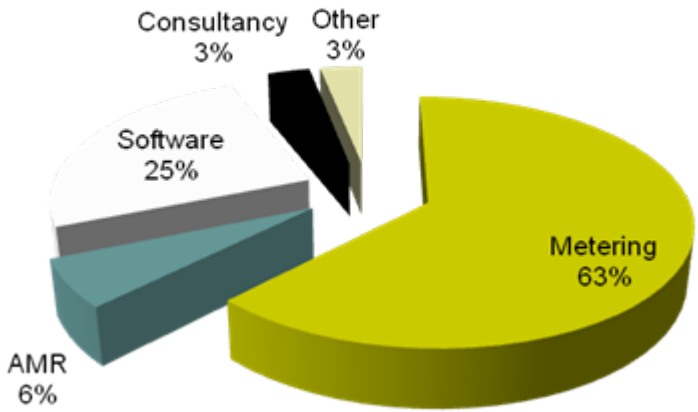
What is Driving you to Manage This (1) ?



What is Driving you to Manage this (2)

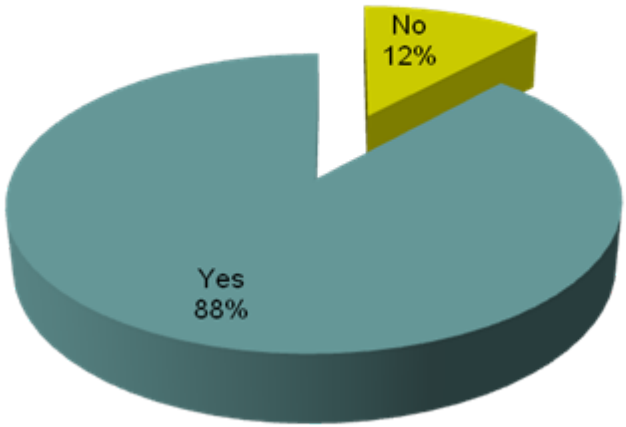


How are you managing Energy? (Business Perspective)

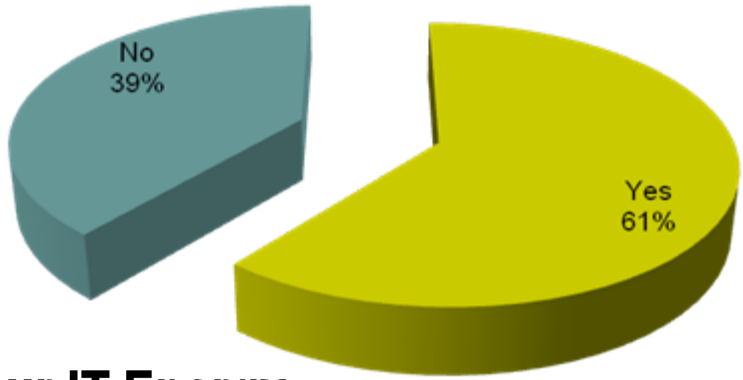


Energy Efficiency Survey Results

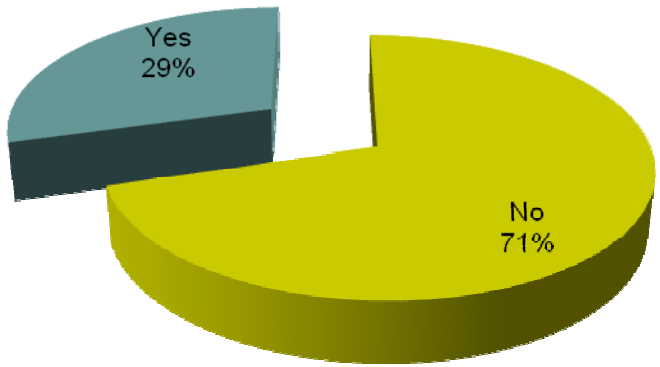
Are you Managing Your Energy Costs?



Have you set Targets for Energy Reduction?

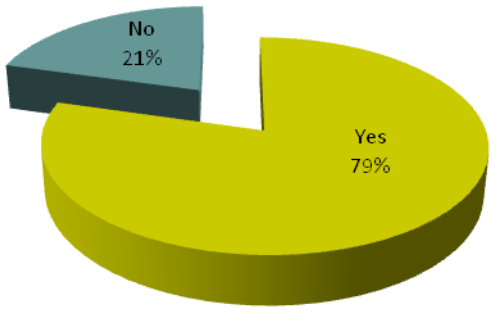


Do you know your IT Energy Spend?

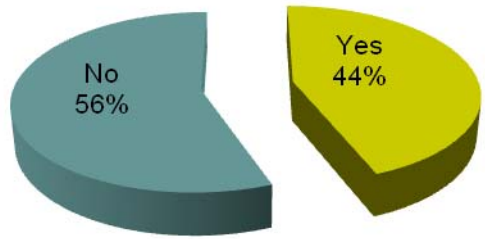


Energy Efficiency Survey Results

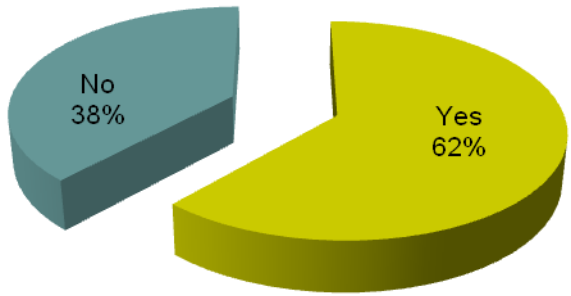
With regards IT Provision, is energy consumption an issue?



Have you assessed DC energy efficiency?



Is there an impact of CRC legislation for your company?



Energy Efficiency Survey Results

Priority 1 Initiatives for 2009 Energy/Carbon Reduction (per organisation's comments)

- Air conditioning costs
- Improving energy monitoring
- Monitor all bills
- Using machines that need to be used, other systems turned off at all times
- Keep checking monthly bills in the new premises
- Monitor carbon footprint
- Implementation of a metric system, which is an automated meter reading technology solution, and they are basing the project parameters on the carbon trust standards.
- Create more awareness within company
- Encourage good housekeeping regarding energy efficiencies throughout the authority
- Creation of single data centre
- Raise awareness of high energy costs to senior management
- Gathering data and base lining
- Replace fluorescent lighting with T5 technology lighting; this will half the energy consumption and reduce maintenance costs.
- Gathering data and base lining
- Mitigation of the councils emissions
- National Indicator 185
- Reduce carbon footprint
- Reduction in consumption and emissions
- Improve monitoring
- Reducing overall costs
- Sports Centre energy use
- To get best broker deal
- Reduce carbon footprint
- All managed by UES
- Already completed Blade rollout and Thin client. So the contact feels happy with their current setup.
- C02 emission reduction, using Salix funding.
- Investing £250,000 in upgrading all the Council buildings energy management
- Overall reduction of energy consumption

Energy Efficiency Survey Results

Priority 2 Initiatives for 2009 Energy/Carbon Reduction (per organisation's comments)

- Investigate more sub metering as they are multi block site
- Reduce energy consumption in line with National Indicators
- Reduce consumption across 3 sites
- Keep a close eye on all bills
- Monitoring data centre
- Keep on educating staff
- Carbon management programme which is underway, working with the Carbon Trust, and with a private consultancy firm
- To change air conditioning unit
- Obtaining better record management to determine high users
- Raise profile of energy issues and solutions available
- creation of remote DR centre
- Consider more granular monitoring of energy consumption
- Air conditioning
- Provision of showers and establish an assisted cycle purchase program to encourage staff to not drive to work.
- Identifying highest energy users and measuring over a couple of years
- Adapt to climate change (includes water/flooding)
- Lighting control management.
- Maximise use of renewables
- CRC Compliance
- More effective/efficient use of what is consumed
- Investing approx. £130,000 in "variable speed drives" on their electricity pumps, and this will bring them a predicted saving of £70,000 per annum.
- Raising awareness
- More efficient electrical devices i.e. hand dryers
- Office lighting

Energy Efficiency Survey Results

Priority 3 Initiatives for 2009 Energy/Carbon Reduction (per organisation's comments)

- Looking at offerings to integrate into BMS system
- Look at renewable energy sources
- Meeting their Key Performance Targets for CO2 reduction.
- Virtualise 20-30 servers
- Set energy saving targets for each of the managers in the buildings including IT.
- Appointment of Energy Efficiency Manager
- Introduce 'turn off light campaign'
- Implement AMR solution
- Servers/desktops
- Boiler room insulation;
- Identifying where resources are needed to monitor more effectively
- Building efficiency
- Ensuring no additional costs incurred to meet CRC & National Indicators
- Ensuring all of the buildings are as energy efficient as is possible (within cost constraints and type of activity within the building)
- Voltage optimisation
- More accurate metering
- Expand awareness
- Office insulation
- Grow awareness
- Reduce the temperatures / heat provided within all the Council's buildings and optimise their voltage usage in several of their buildings.
- They are considering Biomass renewable energy sources as an alternative fuel source