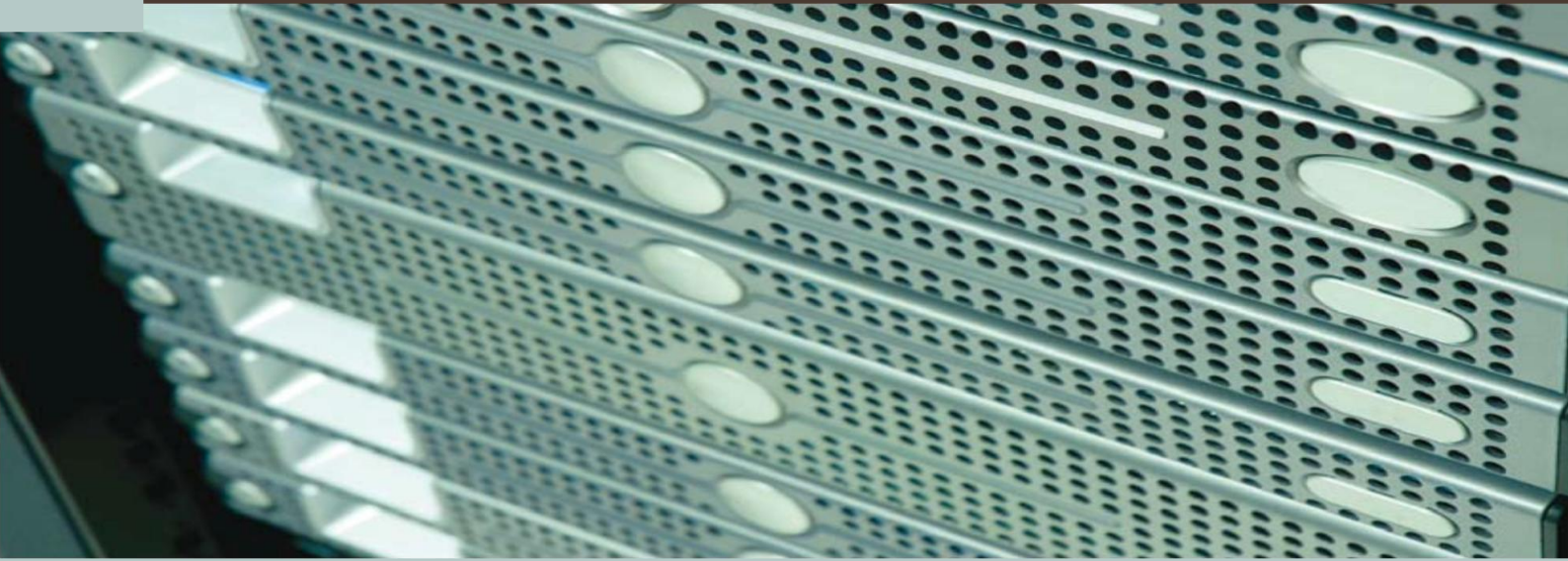


ITM Solution Brief

Data Centre Energy Efficiency Solutions

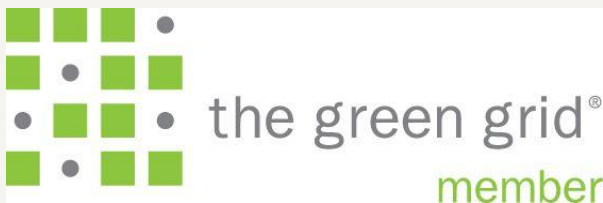


ITM Communications is an independent specialist provider of cost effective and energy efficient ICT infrastructure services and solutions to the corporate, financial, government, defence, healthcare, construction, systems integrator and outsourcer markets in the UK, Europe and Middle East.

The Challenge

In today's business environment 'green' issues are high on the corporate agenda; with a need to save money by reducing energy consumption, comply with the CRC Energy Efficiency Scheme and the EU Code of Conduct on Data Centres. By intelligently monitoring and reacting to energy consumption a reduction in operating costs can be achieved and data centres can also promote a 'greener' image to the public (often referred to as Corporate and Social Responsibility).

Only when energy usage is fully understood can plans be developed to reduce consumption – you cannot manage what you cannot measure.



The Solution

Leveraging key industry experience and as a member of The Green Grid and endorser of the EU Code of Conduct on Data Centres, ITM provides a comprehensive suite of 'site to socket' Data Centre Energy Management Solutions, which ensure that today's organisations are actively implementing initiatives to achieve environmental compliance and maximise energy savings.

As a data centre industry specialist, ITM offers solutions that measure recognised efficiency metrics including both the Power Usage Effectiveness (PUE) and Data Centre Infrastructure Efficiency (DCiE).

These metrics enable data centre operators to quickly estimate the energy efficiency of their data centres, compare the results against other data centres, and determine how energy efficiency improvements can be made.

ITM's solutions don't stop at just PUE measurement though; they extend to socket level monitoring that can provide a highly detailed picture of device level energy consumption. This information can then be utilised to support strategic IT investment decisions such as the use of virtualisation technologies, which increase asset utilisation, thus reducing expenditure on energy.

Implementation

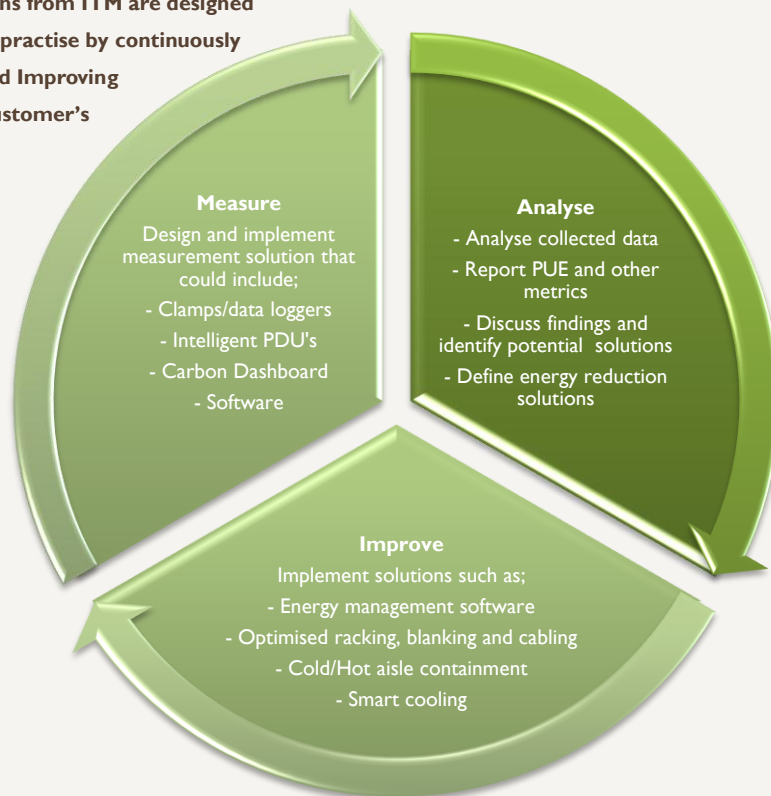
ITM builds out of band monitoring networks to allow accurate monitoring of the energy usage of IT and Facilities equipment. Once data has been collected industry metrics, such as PUE and DCiE, can be calculated and displayed on a 'Carbon Dashboard' in real time.

Although standard technologies are employed, implementations vary and are dependent on specific data centre configurations and the objectives of the individual customer.

Energy can be monitored right down to outlet level allowing the true cost of each device to be fully understood. ITM measures power consumption in kWh not just current (Amps), allowing costs to be accurately allocated to each device.

ITM works independently as the Customer's "trusted adviser" and builds Best of breed solutions from a range of technology vendors.

Energy efficiency solutions from ITM are designed to achieve industry best practise by continuously Measuring, Analysing and Improving the performance of a Customer's data centre.



By adopting a flexible approach to client requirements, ITM applies best of breed technology, in-house expertise and innovation, to deliver compliant solutions and services that offer value for money and achieve industry best practice.

Solution Benefits

- Measure, report and significantly reduce energy consumption, carbon emissions and operating costs
- Improve on key industry efficiency metrics including The Green Grid's PUE and DCiE measurements
- Provide management information support to improve technology investment decisions
- Support critical compliance with regulations on energy performance including the CRC Energy Efficiency Scheme and the EU Code of Conduct on Data Centres
- Display data centre efficiency performance and improve Corporate Social Responsibility (CSR) to all stakeholders whilst saving money
- Identify further additional cost savings by using Enhanced Capital Allowances (ECA) on certain equipment
- Discover if data centre operators are improving designs and processes over time

ITM Communications Limited

41 Alston Drive, Bradwell Abbey, Milton Keynes, Bucks, MK13 9HA, UK

TEL: +44 (0) 1908 318 844
FAX: +44 (0) 1908 318 833
EMAIL: enquiries@itm.uk.com
WEB: www.itm.uk.com