



Energy Management

Why It Should Be Part of Your Strategy

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Energy Crisis

Real-Time Analytics + Risk in the Era of High-Profile Scandals

INNOVATIONS

A SUPPLEMENT TO HARVARD, MIT SLOAN AND MIT SMC - SUMMER 2008



**power
consumption
crisis**

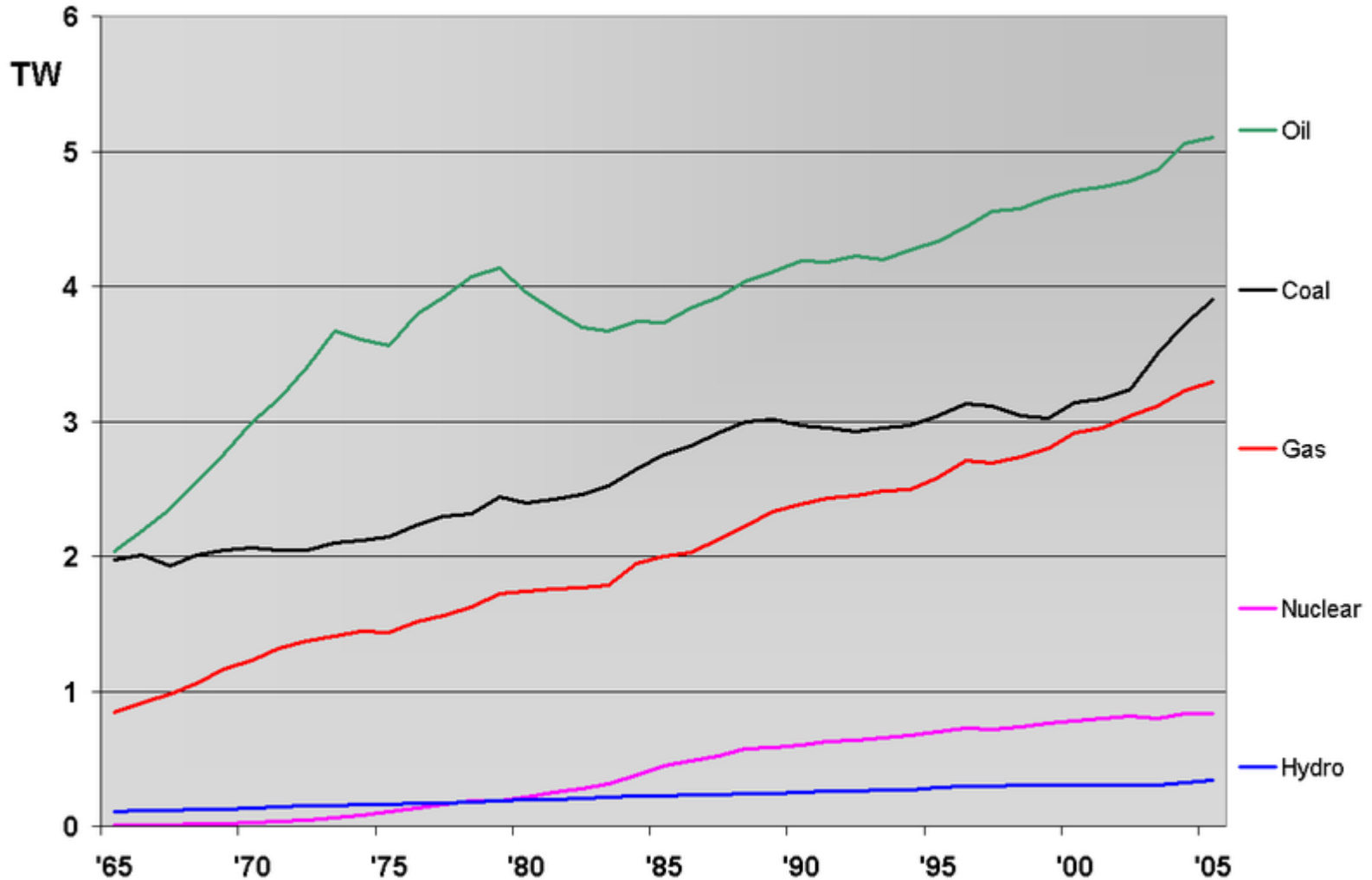
It's time for data centers to embrace energy efficiency—or face serious financial and operational consequences.

McGraw-Hill
www.mcgraw-hill.com

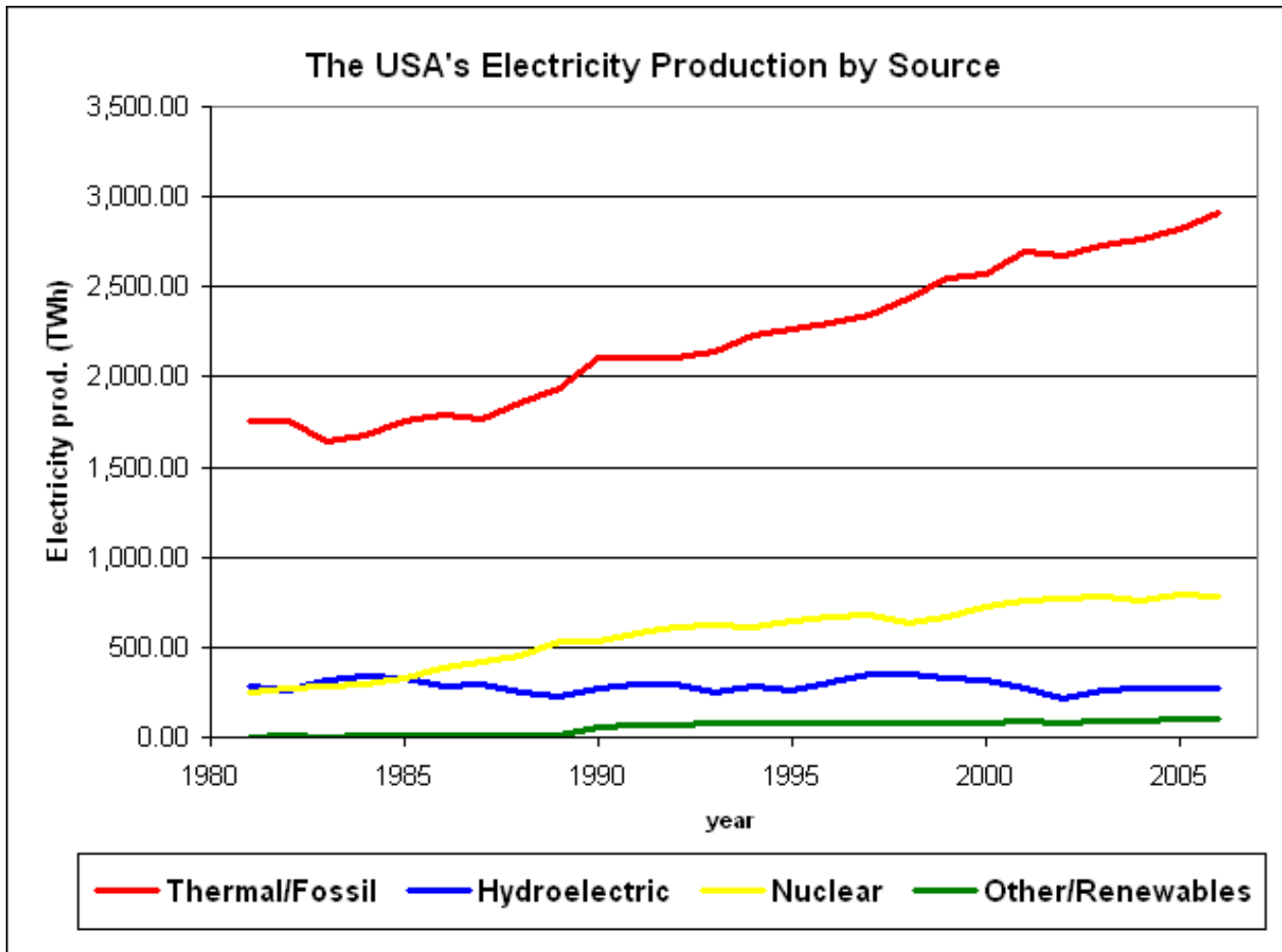
Call attention to the challenges
of managing business agility by
together. Report the challenge.



Worldwide Energy Consumption



US Energy Consumption



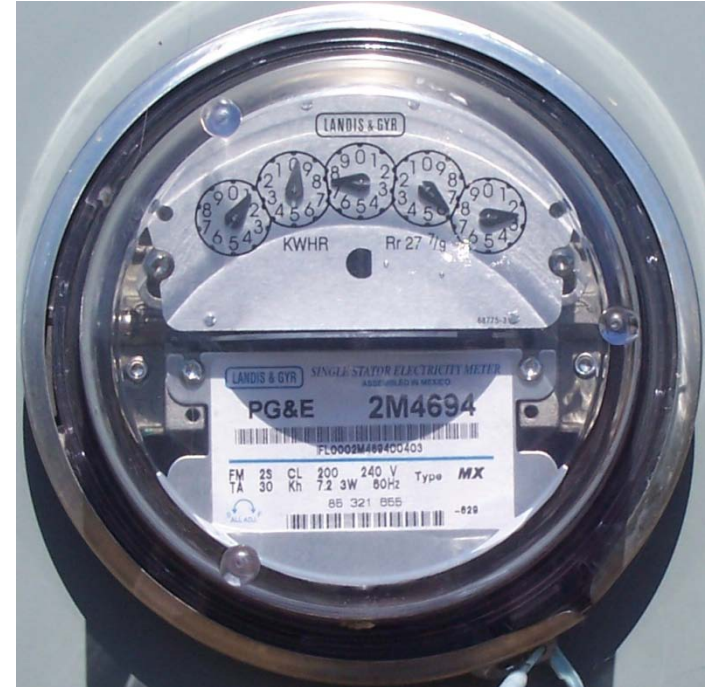
Gartner reports that among CIO's, reducing energy and green house gas emissions ranks #3 for top issues to address in the next year.

Energy Facts

- ★ **Data centers consume 2% of power globally**
- ★ **Energy consumption growing faster than production**
- ★ **At current growth rates, US needs to produce 200 Gigawatts of additional power**
- ★ **Utility companies are unable to construct power plants at a pace that meets demand**

Demand Response

- ★ **System reduces power during peak usage**
- ★ **Move to load shifting and load shedding**
- ★ **Fixed price vs. market-based price**
- ★ **1% reduction in peak demand = 4% savings (billions saved)**



Smart Grid

- ★ Brings intelligence to power grid
- ★ Reduces costs
- ★ Saves energy
- ★ Increases reliability

Smart Meter

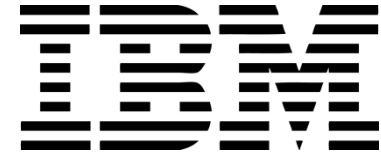


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Energy as Opportunity

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Who Is Talking Energy?



Energy Management Strategy



- ★ EnergyWise
- ★ Schneider Electric
- ★ Verdiem
- ★ Richard-Zeta Building Intelligence

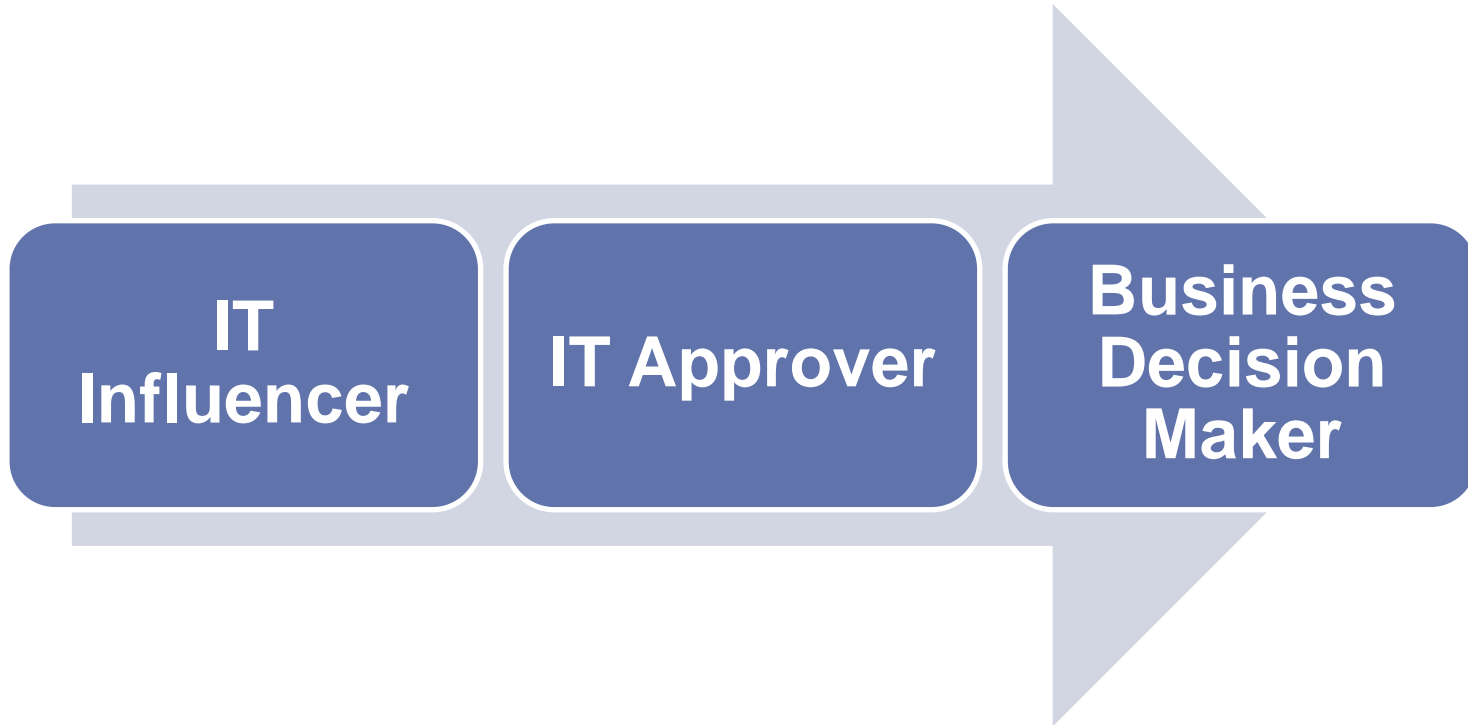
Cisco Power Management



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Why Managed Services?

Changing the Conversation



Energy Management ROI

	Unmanaged	Managed
IP Phones	\$6	\$2.4
Access Points	\$15	\$6
Servers	\$769	\$374
Desktops	\$154	\$57.2

MSP Opportunities

- ★ **Desktop power management**
- ★ **Print management**
- ★ **Power over Ethernet network devices**
- ★ **Power management for virtualized servers**
- ★ **Cloud & Utility computing**
- ★ **Energy assessment services**

INGRAM
MICRO
Partner Smart

Services
Division

TM

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