

Green-IT
You can't manage
what you don't
measure

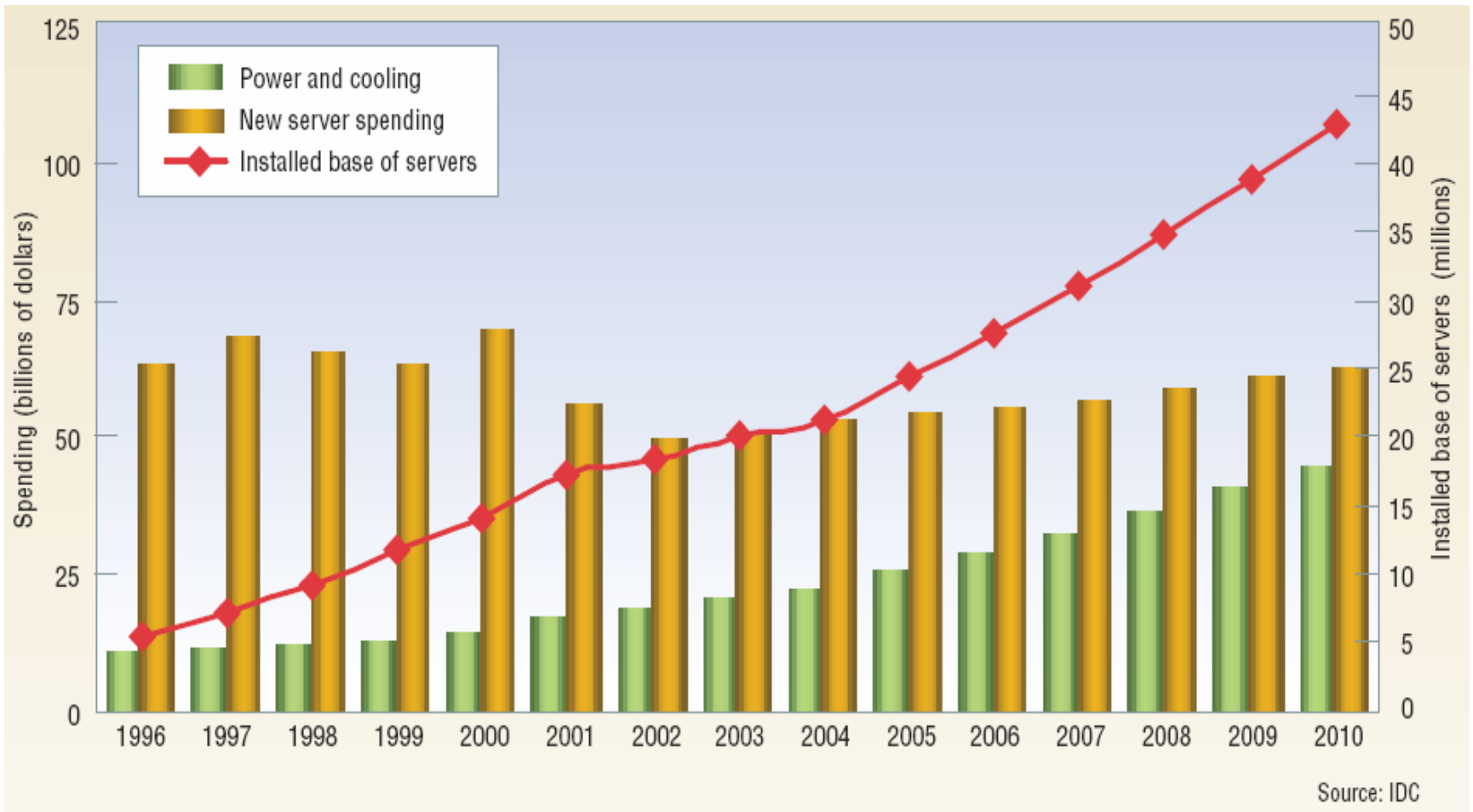
- 2% of the world's energy consumption can be directly attributed to computers used for commercial purposes
- The CO2 emission corresponds to that of international air traffic (Gartner 2007)
- The power consumption of computer centres is increasing by 25% p.a. (IDC Power and Cooling Study 2006)



- Computer centres are reaching their limits with regard to air-conditioning, space required and computing power
- The electricity amount is to 50% of the costs of the IT-hardware
- Until 2012 the costs of hardware and energy will be equal



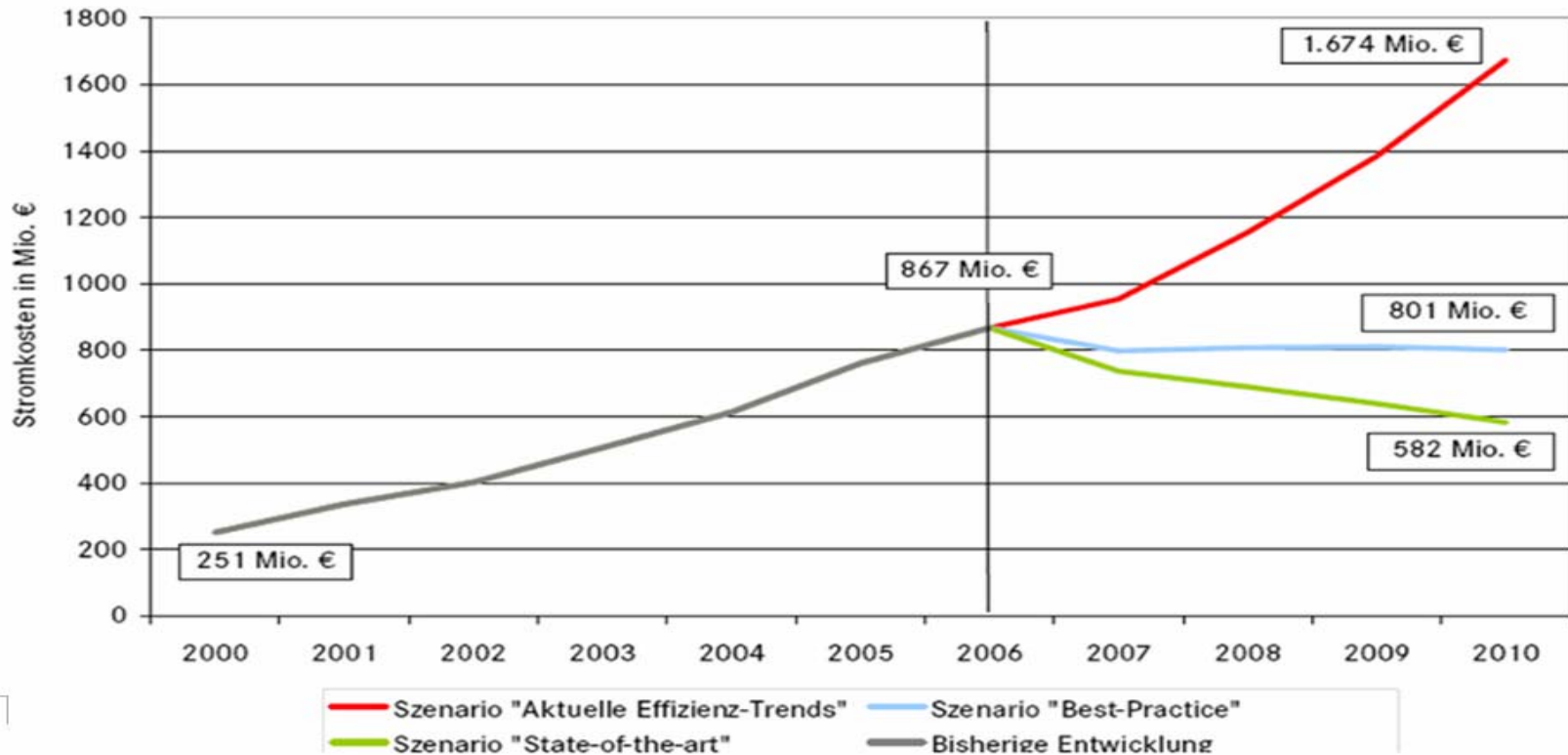
Energy efficiency in IT



- 20% savings can be achieved with “low-hanging-fruits” that only require a small investment
- 50% savings can be achieved by optimisation in connection with: consolidation, virtualisation, air-conditioning and energy-saving hardware



Study by the Borderstep-Institut for the German Federal Ministry of the Environment



93% of the companies do not know how high the power consumption of their computer centre is

Source: Experton Study 2007



You can't manage
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you don't measure!



1. Create transparency in the TCO (Total Cost of Ownership)
2. Move the budget for power costs to the IT department