



Barriers To PC Power Management

And Tactics To Overcome Them

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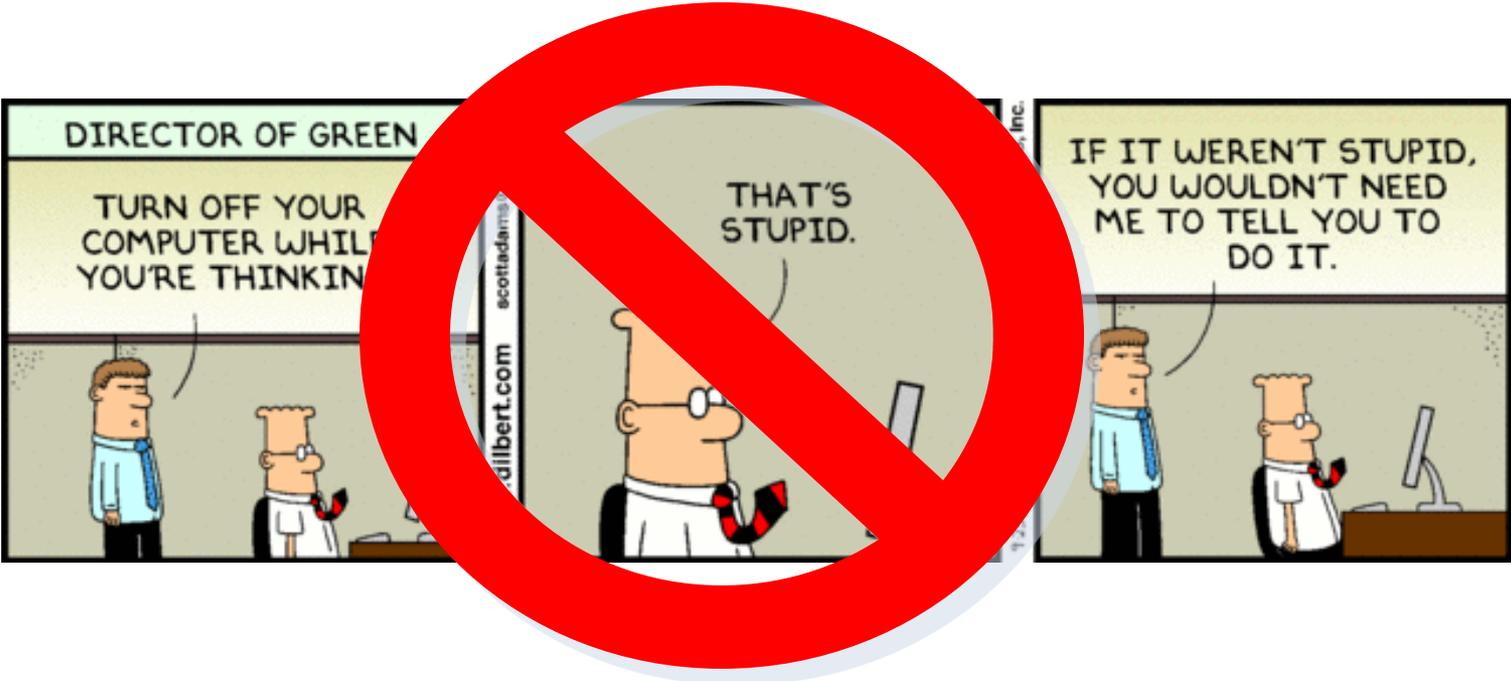


Theme

Overcome your barriers to PC power management to help your organization save money and boost its green “credentials”.



Don't be Dilbert – PC power management is valuable!



Agenda

- **PC power management and its role in IT priorities**
- Overcoming common obstacles to PC power management
 - *Business case justification*
 - *Technical hurdles*
 - *Culture and execution*



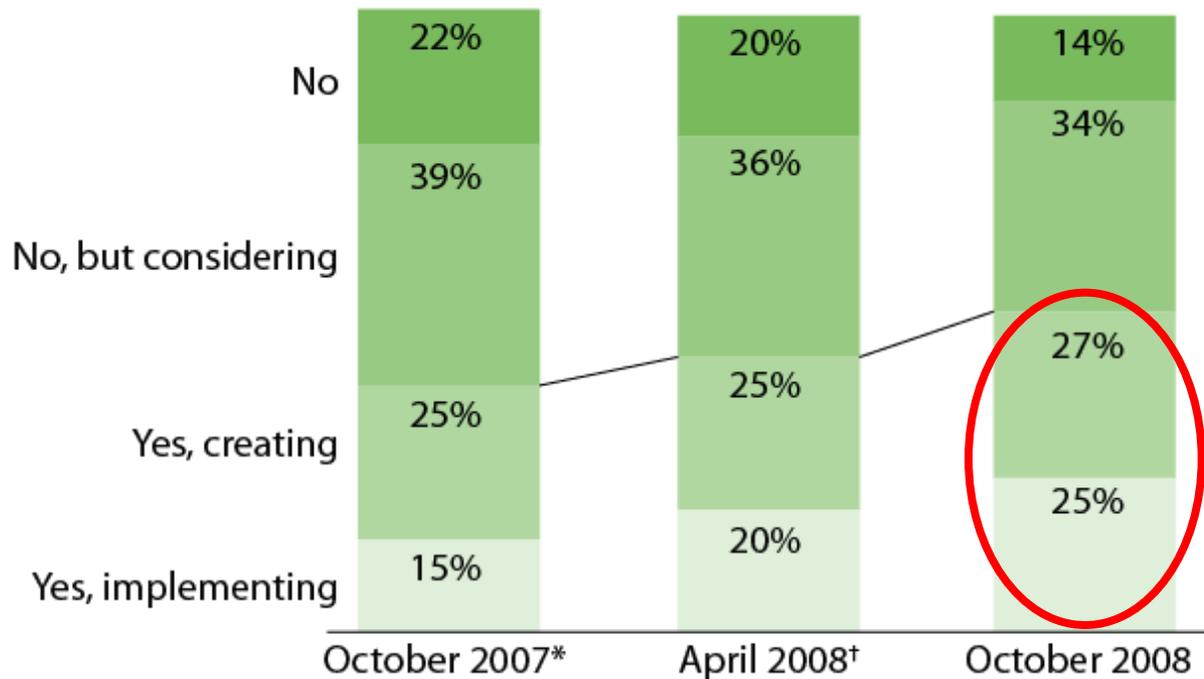
Defining PC power management

- ▶ *Actively reducing the energy consumption of operating PCs and monitors by enabling lower power states during periods of inactivity — where the PC and monitor are drawing energy but no useful work is being performed (e.g., nights, weekends, holidays, and workday breaks).*



Slow but steady growth in green IT

“Does your company have an overall plan for implementing green IT practices?”



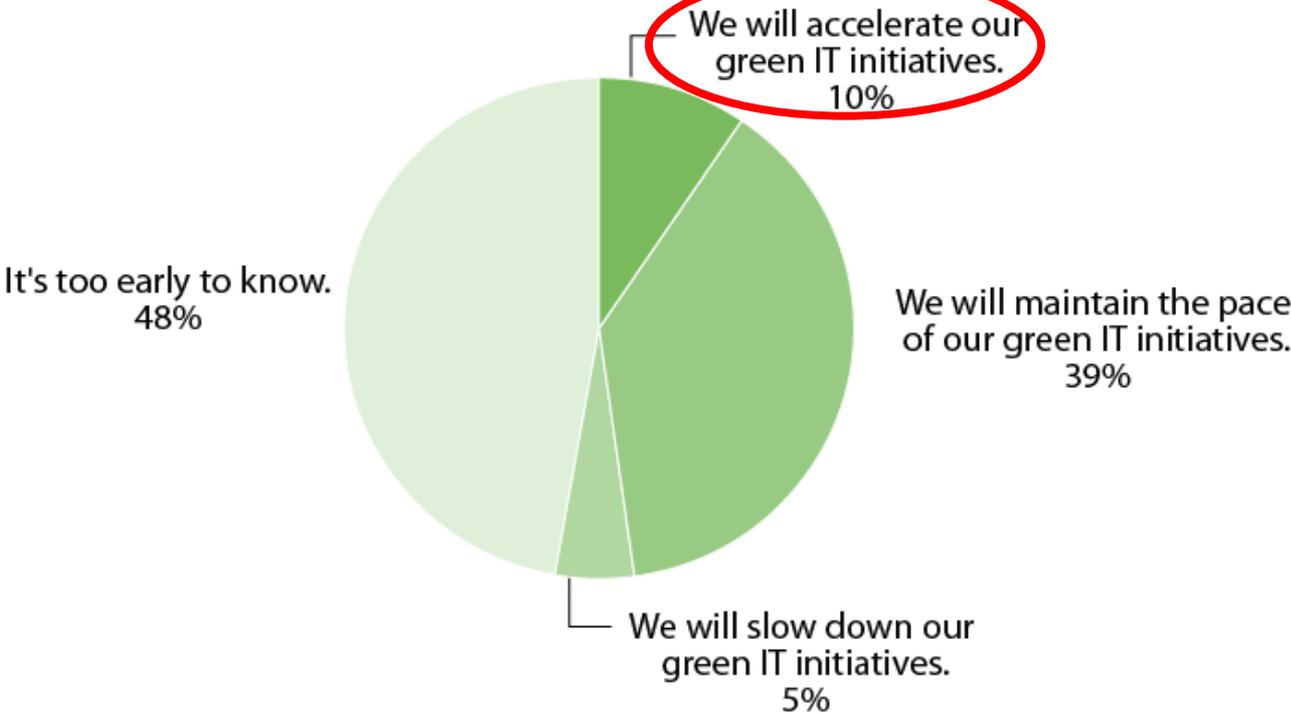
Base: IT professionals at 1022 companies
*Base: IT professionals at 130 companies
†Base: IT professionals 738 companies
(percentages do not total 100 because of rounding)

Source: October 2008 Global Green IT Online Survey
*Source: October 2007 Global Green IT Online Survey
†Source: April 2008 Global Green IT Online Survey



A slowing macro-economy is not expected to slow green IT efforts

“What impact, if any, does the worsening economic outlook have on your organization's green IT initiatives?”



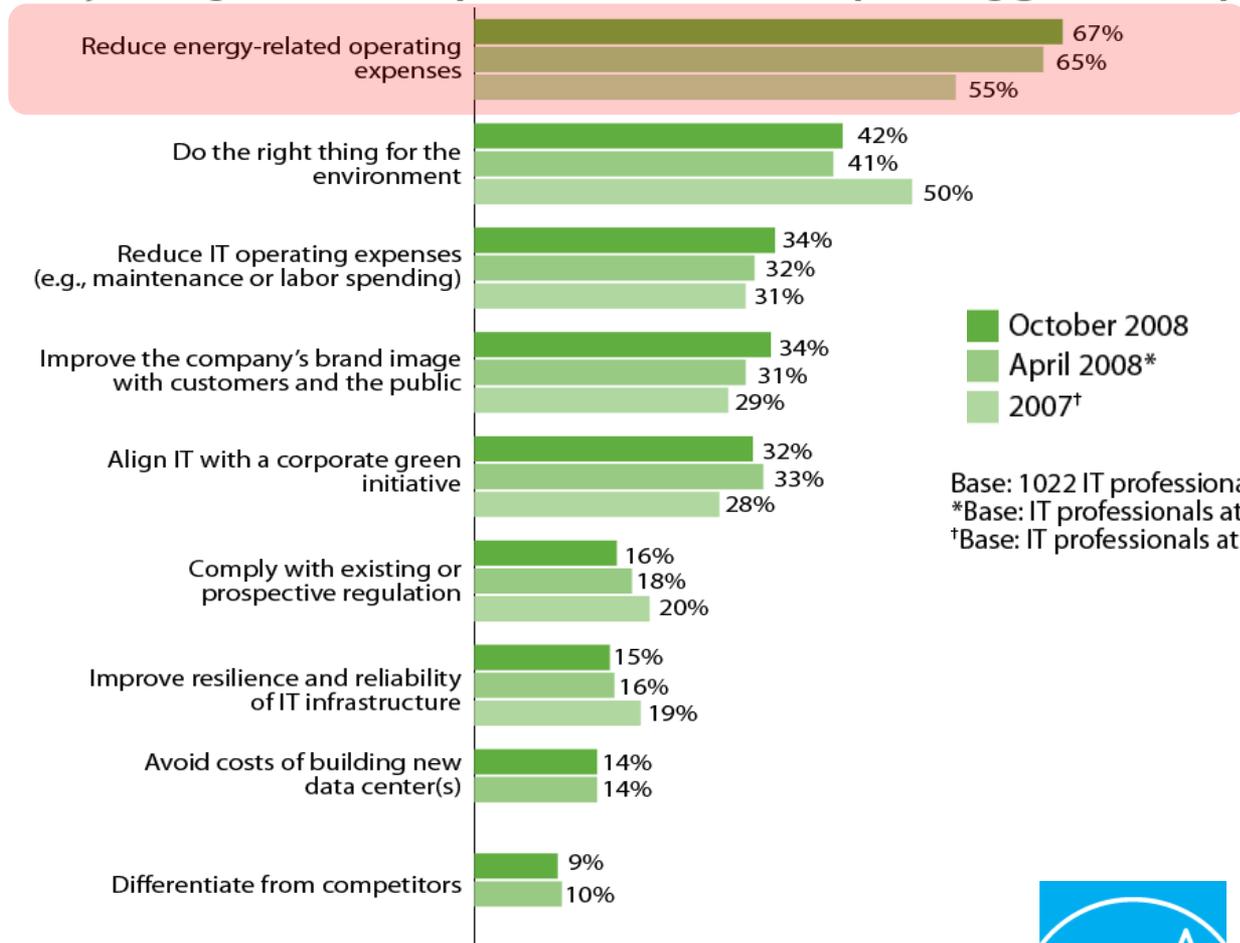
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Reducing energy costs drives green IT

“What are your organization’s top three motivations for pursuing greener IT operations?”



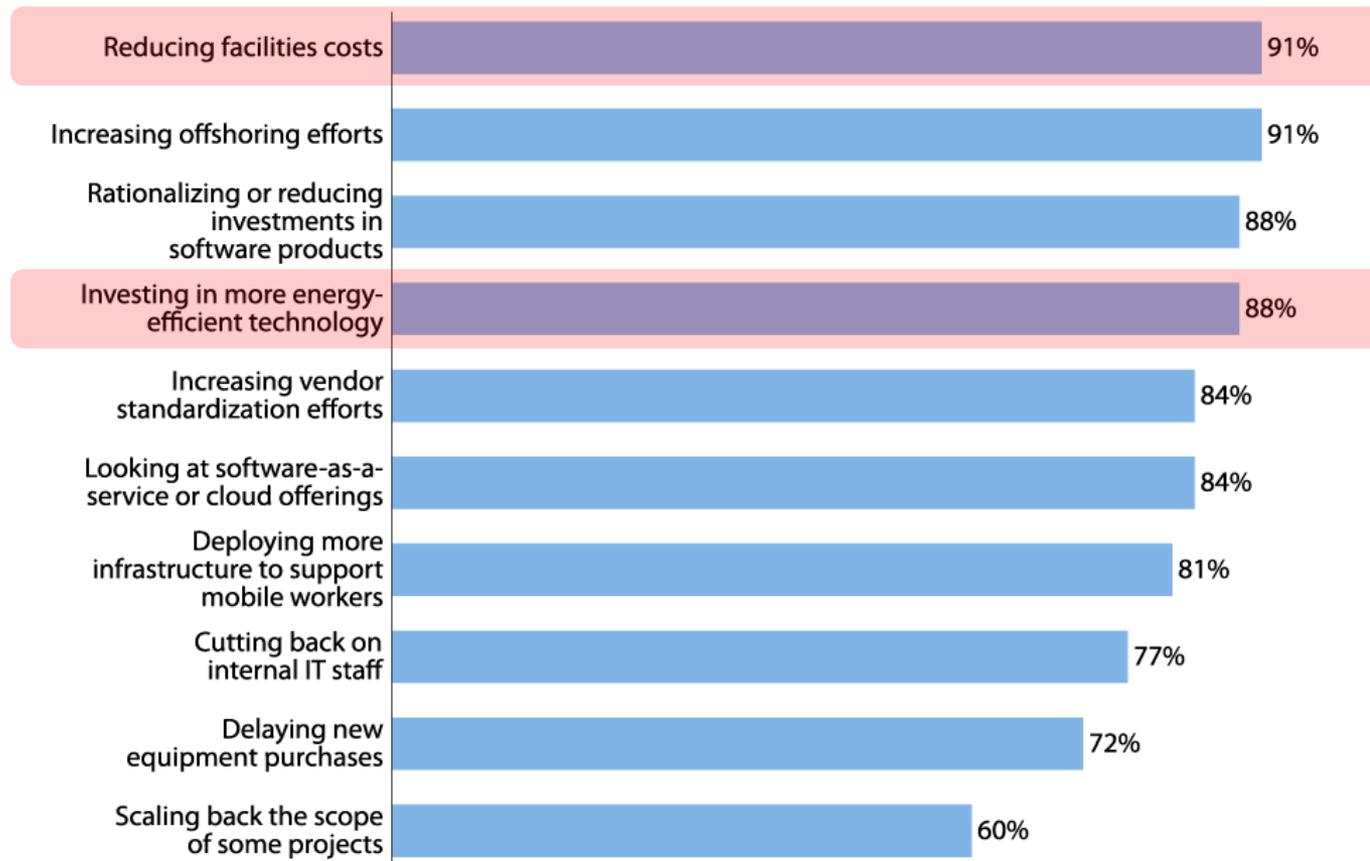
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Reducing facilities costs is a priority

“Is your IT organization adjusting its investment plans for 2009 in any of the following ways as a result of the current recessionary climate?”



Base: 39 IT decision-makers at North American and European enterprises

Source: Q4 2008 IT Infrastructure And Operations Plans And Priorities Online Survey

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Audience polling question

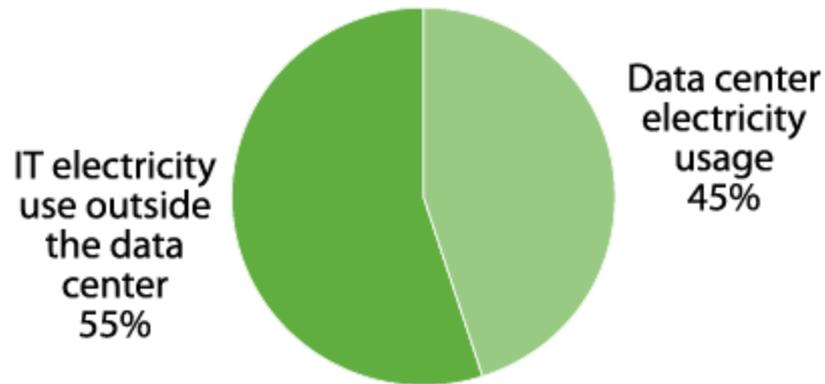
What are your primary barriers to PC power management?

Chose your top three:

- A. Not sure what approach to take or policies to put in place.
- B. Unable to determine the level of financial savings and track them over time.
- C. Unable to perform PC management tasks for PCs in lower power states.
- D. The financial savings are not compelling enough.
- E. Other costs saving tactics take precedence.
- F. PC power management software is too expensive.
- G. Users will not tolerate any loss of productivity from PC power management.



Myth #1: I'm likely to see larger gains in the data center.



(These numbers represent the average of all respondents reporting on percentages of IT electricity usage.)

Base: 308 hardware technology decision-makers from North American and European enterprises that are very interested, interested, or slightly interested in increasing the electrical efficiency of the data center

Source: Enterprise And SMB Hardware Survey, North America And Europe, Q3 2008



Myth #2: The business case for PC power management isn't very compelling.

No power mgt. (-) **With power mgt.** = **Annual savings**

Total assets	<u>1</u>	<u>1</u>	<u>1</u>	
x		x	x	
Hours of operation	<u>24</u>	<u>8</u>	<u>16</u>	
x		x	x	
Energy draw per hour (W)	<u>89</u>	<u>89</u>	<u>5</u>	
	=	=	=	
kWh/day <i>(1,000 W = 1kW)</i>	<u>2.13</u>	<u>.79</u>	<u>489 kWh/yr</u>	
	=	=	=	
\$/day <i>(\$.09/kWh)</i>	<u>\$0.19</u>	<u>\$0.07</u>	<u>\$43.80/yr</u>	
	=	=	=	
CO2/day <i>(1.34 Lbs./kWh)</i>	<u>2.85</u>	<u>1.06</u>	<u>653 Lbs. CO2/yr</u>	



Myth #3: I have to buy new, energy efficient hardware to reduce energy consumption.

Energy Efficiency

vs.

Energy Conservation

Energy
efficient
equipment



Energy
efficient
architecture



Myth #4: The power used turning my PC on negates any benefits of turning it off.



Myth #5: My screen saver is saving me energy.



Myth #6: Turning my PC on and off will reduce its performance and useful life.



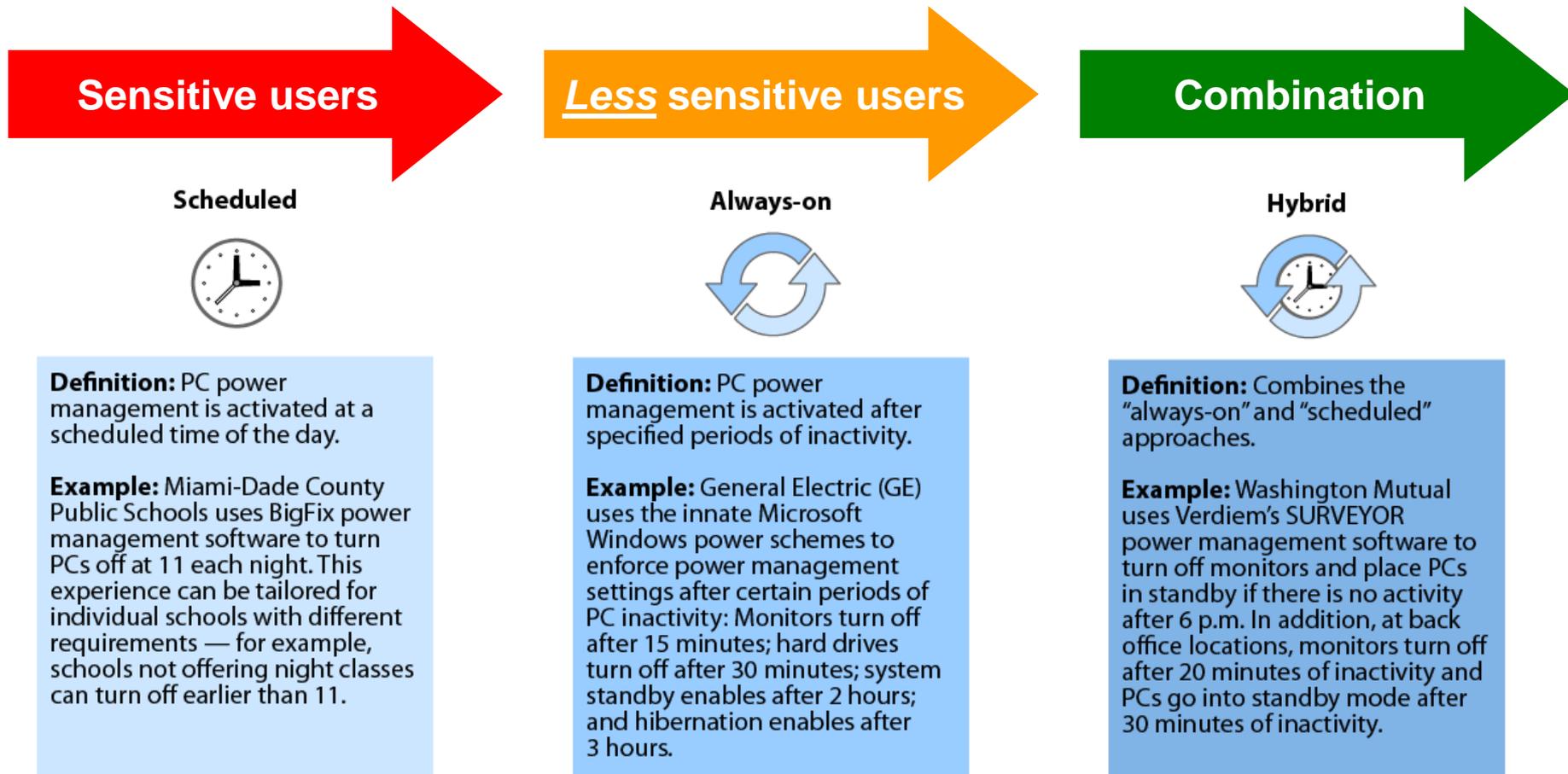
Myth #7: I can't run updates, backups and patches for PCs in lower power states.



Myth #8: There is no clear entry point.



Myth #8: There is no clear entry point. (cont'd)



Myth #9: I have no way of tracking and reporting the benefits.

Select Operator:

zak

Time Period:

Auto-Fit Data

Print Report

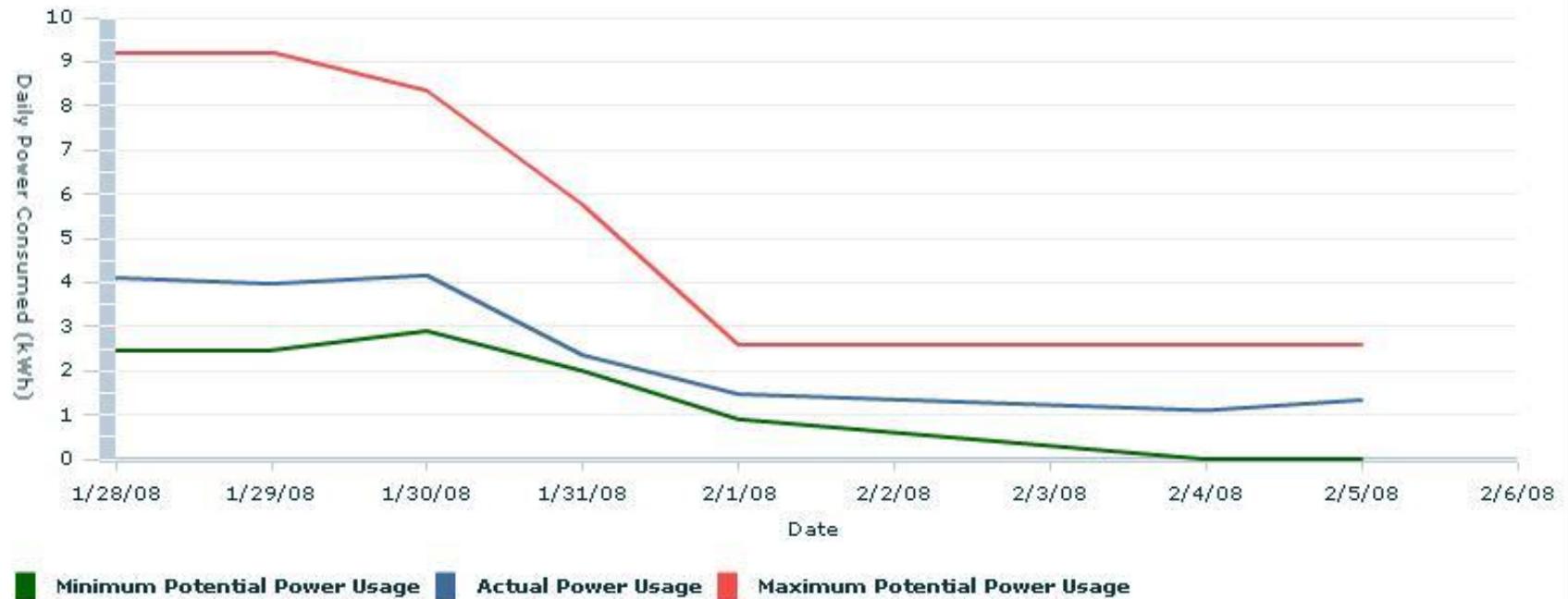
Total Power Usage

Type:

kWh

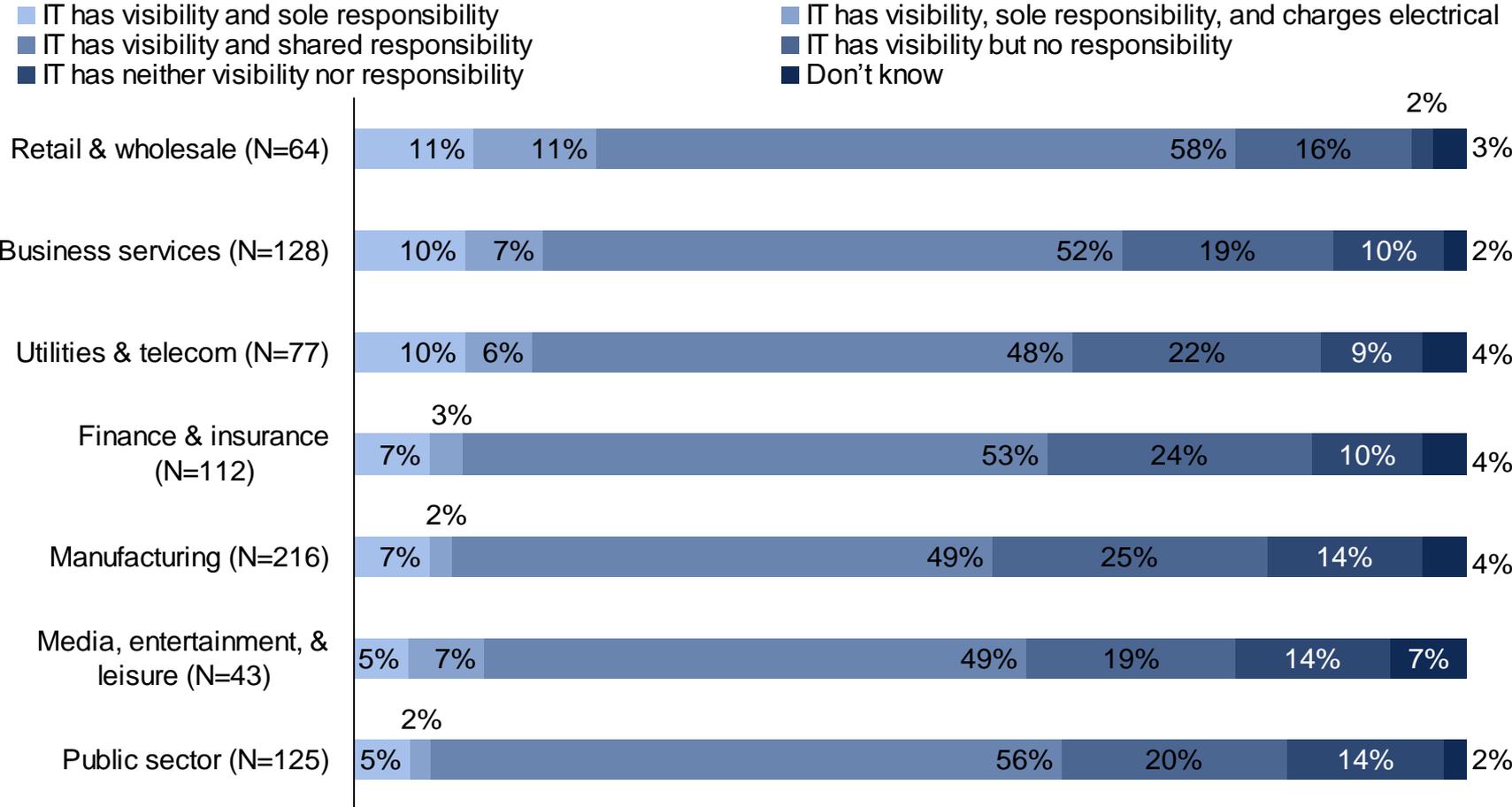
View:

Total



Myth #10: I don't own the power bill so there is little incentive for me to reduce it.

“What is your IT department’s role in managing electrical efficiency?”



Myth #11: My PC users will not tolerate any downtime for power management.



Thank you

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Free Research

“How Much Money Are Your Idle PCs Wasting?”

December 5th, 2008

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