

Press Release

Green IT pays off: INFO AG lowers energy consumption by 20% and saves costs

Hamburg, Sept. 8, 2010 - *"Internet, servers and data centers are among the electricity consumers that are growing particularly intensively within the information technology sector. A better energy efficiency at these switching points is a decisive contribution to climate protection that saves money, too."*
(Sigmar Gabriel, former German Minister of the Environment)

Security, availability and economy – those were the demands placed on IT until now. Yet increasing volumes of data on the one hand and escalating costs of energy on the other, together with a conscious awareness of the global climate catastrophe, have assured that a new concept has advanced into IT strategy: the concept of sustainability. And in the process it is emerging that efforts towards reducing energy consumption at data centers signify both ecological and economic sustainability. INFO AG, based in Hamburg, Germany, has demonstrated this in an exemplary manner. Its activities towards optimizing energy efficiency resulted in an energy savings of around 20 percent.

"The application of innovative solutions and an adaptation of infrastructure are making it possible to significantly reduce the data center's demand for energy. That's sensible not only in terms of business management, it contributes to environmental protection, too," according to Thomas Stoek, a member of the board at INFO AG. The IT service provider took measures towards sustainability early on: The first step was to achieve a higher average use of capacities in individual servers through virtualization (decoupling applications and hardware via dynamic allocation of resources). This made consolidation possible and enables server arrays to be switched off during off-peak periods.

As Frank Wehmeier, the head of System & Data Center Services at INFO AG, explains: "In the course of our analysis it quickly became clear that merely 60 percent of energy consumption was being caused by the IT equipment itself. The remaining 40 percent were being incurred by climatization and the interruption-free power supply. We then went on to perform a comprehensive analysis of the thermic actual-situation statuses, then adapted them to get to an optimum target-situation status." These activities included: sealing off openings for cables, pipes and other inlets in the raised-access floor, closing off unoccupied rack units, synchronizing dehumidification and the cooling system, arrangement according to the principle of cold/warm aisles, including corresponding containment, monitoring the environmental parameters, deployment of adjustable ventilator systems etc.

Use green technology to put profits on the books. "Especially when times are economically uncomfortable, the use of sustainable IT solutions opens up the opportunity to lower energy consumption, and thus costs, on a lasting basis," Stoek says. "And these investments are worth it, not only for the environment: The expenditures are amortized rapidly, in our case within 6 months."

Just how important the topic of Green IT is for INFO AG is being shown not only by the current activities towards increasing energy efficiency. The company wants to bank on sustainability in the long run. Which is why the board of directors at INFO AG initiated an "Ecological Sustainability" task force. Measures and concepts are supposed to be drawn up in the work group that deal with how processes in core business can be optimized even further in the future in relation to ecological and economic actions.