



ServerCAR

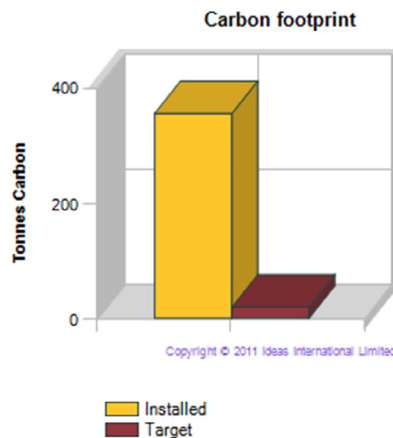
Carbon Calculator

Ideas International's (IDEAS) integrated **Carbon Calculator** provides essential information to estimate electricity cost savings and carbon footprint reduction from IT consolidation projects.

Responsible management of information technology assets has taken on a very significant new aspect with the growing concerns over global climate change and the subsequent need to minimize the carbon footprint from information technology power and cooling.

Further, in terms of day to day IT operations, the increasing electricity consumption from expanding IT deployments is placing increased stress on the ability of power delivery infrastructure to meet business needs.

Figure 1 - Carbon Calculator: easily predict carbon footprint reduction.



Together with the increasing relative cost of electricity versus IT equipment cost, there is a greater focus on electricity consumption and expenditure.

IDEAS is providing much needed assistance to all organizations facing these challenges through the development of an integrated Carbon Calculator for its ServerCAR product.

The Carbon Calculator provides IT management with the essential analysis to assist in measuring and taking steps to meet these challenges.

Opportunities to make very substantial reductions in both carbon footprint and savings in electricity costs in the order of 80 to 90% are very real today with the benefits from new technology. What is needed is the essential data and tools to plan the projects to achieve these reductions. To quote an often used statement, "You can't manage what you can't measure."



Benefits

Fully integrated within the new ServerCAR consolidation analysis resource, the Carbon Calculator:

- » Links directly from a specific consolidation project or the consolidation of multiple projects
- » Bases calculations on location-specific cost and conversion factors (according to your selected location), leveraging an included database of conversion and cost parameters
- » Allows the use of IDEAS-supplied cost and conversion factors, or your own custom factors
- » Provides the ability to create, save, and recall custom factors
- » Bases outcomes on both server and air conditioning electricity savings
- » Calculates current and proposed electricity costs as well as savings
- » Calculates current and proposed CO₂ emissions as well as CO₂ reduction
- » Calculates current and proposed carbon emissions as well as carbon reduction
- » Provides localized currency and units of measurement

Figure 2 - Carbon Calculator: helping meet sustainability goals.

	Installed	Target	Reduction
Server electricity kW	61.0	4.0	57.0
Heat load BTU	208,032	13,730	194,302
Cooling electricity kW	48.8	3.2	45.6
Server & cooling electricity kW	109.8	7.2	102.6
Annual electricity costs (AUD)	105,803	6,938	98,865
Annual CO₂e emission (tons)	1,132	74	1,058
Annual carbon emission (tons)	309	20	289
Carbon footprint reduction %			93%

Background

IDEAS has been providing unique data and tools for server consolidation planning for many years. These offerings have proven highly valuable to end-user organizations because of their unique server relative performance and environmental data and the associated highly tuned analysis tools.

IDEAS has re-engineered these offerings into a new online tool, ServerCAR, which provides enhanced features and ease of use combined with improved and expanded power and cooling data. The addition of a purpose built carbon calculator is a further key step by IDEAS in the on-going development of these key resources.

About Ideas International

Ideas International (IDEAS, ASX:IDE) is the leading global supplier of comparative intelligence on enterprise IT infrastructure. Servicing both IT vendors and large-scale IT users, IDEAS products focus on: servers; storage; virtualization and consolidation; and software and infrastructure services.

IDEAS online products are backed up by expert industry analysts who can also deliver specialized advisory and consulting services.

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