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NEW TECHNOLOGY REDUCES COMPUTER ENERGY COSTS BY UP TO 30%

Significant Energy Savings and Improved Environmental Footprint Are Available for Lesser Expense

"We have found that by upgrading hardware, by converting physical machines to virtual servers and thin PC clients and laptops, and by changing operating system settings, that we were able to reduce power consumption throughout our network by nearly 20%" said Daniel Jensen, Network Design Specialist with Jen-Tech Systems, a Network Consulting Company based in Collegeville, PA. "With Pennsylvania's increasing energy prices, there are significant savings. And that is literally *tons* of Carbon Dioxide that we are no longer adding to the atmosphere."

According to a 2000 Department of Energy Report[1] every 1300 kilowatt Hours saved is one ton less Carbon Dioxide pumped into the atmosphere. When the available energy savings are tens of thousands of kilowatt hours per year for medium size businesses, the reduced environmental impact is quite significant.

In addition, reducing energy consumption makes economic sense. According to one HP calculation the costs of powering and cooling older computer hardware exceeds the upfront capital costs of the unit[2]. "We need to do our part and try to keep the costs of energy-efficient hardware down, and educate our customers as to the real cost benefits of deploying improved hardware." says Robert Jensen, Jen-Tech Systems' President and Owner. "We want to make sure that our clients understand that there are significant bottom-line savings to be had, as well as the knowledge that we are making the world a better place for the next generation."

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[1] Carbon Dioxide Emissions from the Generation of Electric Power in the United States
http://www.eia.doe.gov/cneaf/electricity/page/co2_report/co2report.html

[2] *Electronics Cooling*, "In the Data Center, Power and Cooling Costs More than the IT Equipment It Supports," by Christian Belady, February 2008
http://electronics-cooling.com/articles/2007/feb/a3/

Overall, finding energy savings in small to medium size businesses is a fairly simple matter. Many older devices can be replaced for more energy efficient models at relatively low cost.

For example, Energy Star certified desktops use an average of 30% less power even with their sleep settings turned off, and can save as much as 85% of the power used by older devices with sleep settings optimized[3]. The latter figure equals over 2600 kilowatt Hours over the life of a desktop, or 2 tons of Carbon Dioxide.

Servers can be a place to save quite a bit of energy as well. Some industry surveys list server under-utilization as a leading cause of wasted electricity in an office. One study by VMware[4] suggests that for each server workload virtualized, the estimated power savings are 7,000 kWh (or more than 4 tons of Carbon Dioxide emissions) per year. "With the newest generation of virtualization software available," says Brian Jensen, Jen-Tech Systems' Vice President, "It is possible to greatly increase the usage of server resources with little or no performance penalty. This means lesser overall physical hardware costs as well as reduced energy consumption."

Jen-Tech Systems has been providing the Greater Philadelphia Metropolitan area with solutions to technical challenges for more than 25 years. In accordance with their longstanding commitment to the environment through conservation of Natural Resources and their re-dedicated status as a green company, Jen-Tech Systems announced Project 2010, an initiative designed to decrease resource consumption throughout their network of clients in order to improve energy efficiency and decrease energy costs. This project will take a number of forms including increased training in the energy consumption area through on-site consulting, free web-based training and webinars, increased resource utilization through virtualization technologies, and making available certain Energy Star computers, servers, and other devices to clients at a reduced cost in order to increase their deployment.

For more information about the Jen-Tech Systems Project 2010 initiative or to schedule an interview with Daniel Jensen, Sr. Engineer, please contact Brian Jensen at 610-277-8150 or at brian@jentech.com

[3] **Life Cycle Cost Estimate for 1 Energy Star Qualified Desktop/Side Computer**
http:// www.**energystar**.gov/ia/business/bulk…/bp**savings**_calc/Calc_**computer**s.xls

[4] "**How VMware Virtualization Right-sizes IT Infrastructure to Reduce Power Consumption"**
http://www.vmware.com/files/pdf/WhitePaper_ReducePowerConsumption.pdf