



GET IT GREEN OHIO

Your Resource for Energy Efficient  
Information Technology Solutions

***GET IT GREEN OHIO***  
***Developing Energy Efficient IT in***  
***Ohio***

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*June 18, 2009*



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## GET IT GREEN OHIO

- Linked to national GREEN GRID initiative but targeted to Ohio
  - IT fundamental to US competitiveness  $V = f(IC)$
  - Opportunity to create new markets for US IP
  - Demonstrate environmental responsibility
- Leadership by Ohio IT Alliance to form Ohio consortium – leveraging connections
  - Engaging key industry participants – Utilities, Manufacturers, Operators
  - Working with research groups and government agencies
- Objectives: **Awareness, Education, Advocacy and Demonstration**
- Current focus - funding and resource plan for FY10
  - Improve understanding of IT energy use across state
  - Establish demonstration site



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# The Need for Energy Efficiency

- Facility costs of data centers are increasing by 20% compared to overall IT spend which is increasing by 6%
- Today's data centers are energy inefficient
  - Servers 6% / Facility 56%
- Data center energy costs – increasing 16% per year
  - Today - 25% of a typical company's IT budget
  - 2012 – approaching 50% of the IT budget.
- Plus:
  - By 2011, more than 50% of U.S. enterprise data centers will face tangible disruptions related to **insufficient** power
  - Greenhouse gas emissions from data centers will more than quadruple by 2020 - surpassing the airlines industry
- Two strategies
  - **REDUCE:** Improve operating efficiency – the growth challenge
  - **GO GREEN:** Use alternative sources of power – the cost challenge

“...power will be the number one issue for most large company IT executives to address in the next 2-4 years. Ignoring this issue will NOT be an option. Power consideration must be incorporated into data center planning.” – *Robert Francis Group*

Sources - *Gartner, McKinsey et al*



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## Where's Ohio?

- Room for improvement
  - 4th highest state carbon emissions / 7th in commercial sector nationally
- New direction - Energy Bill (SB221) passed in April 2008
  - Requires energy efficiency programs from electric utilities to reach a goal of 22% energy savings by 2025
  - “25 by 25” – Mandates 25% energy production from renewable or advanced energy sources by 2025
- Opportunities for Ohio data centers to contribute/lead/profit?
  - Approximately 400-450 commercial, corporate and public sector data centers (anecdotal)
  - Create a WIN WIN WIN...
    - Reduce data center costs – retain/attract new ones
    - Help Ohio meet energy goals – emission and usage targets
    - Develop and deploy new technologies
    - New workforce opportunities
- GET IT GREEN OHIO - a leadership opportunity for Ohio