



Grøn IT i Datacenteret

Seminar
d. 18. februar 2009



Agenda

1

10.00 – 10.20

Introduktion – Grøn IT I Cisco v/Henrik Stær

2

10.20 – 12.20

Cisco-On-Cisco v/Bob Stemmerik

3

13.00 – 13.55

Grøn IT og Elsparefonden v/Jacob Ilsøe

3

13.55 – 14.55

Cisco Virtualisering v/Hans Donnerborg

3

14.55 – 15.00

Afrunding v/Henrik Stær

AGENDA

Reducing Environmental Impact... While Heightening Business Returns

Cisco Sustainability Framework



Virtual Worker
Remote Collaboration
Resource Virtualization

Innovative
Business Practices

Operational
Efficiency

Extended Lifecycle
Optimized Processes
Simplified Architectures

Energy
Savings

Power Management
Tracking & Reporting
Infrastructure Consolidation

Our Customers' Green Goals



Green Economics - optimize business operations, cut costs



Reduce GhG emissions



Reduce energy consumption & cost



Comply with government directives

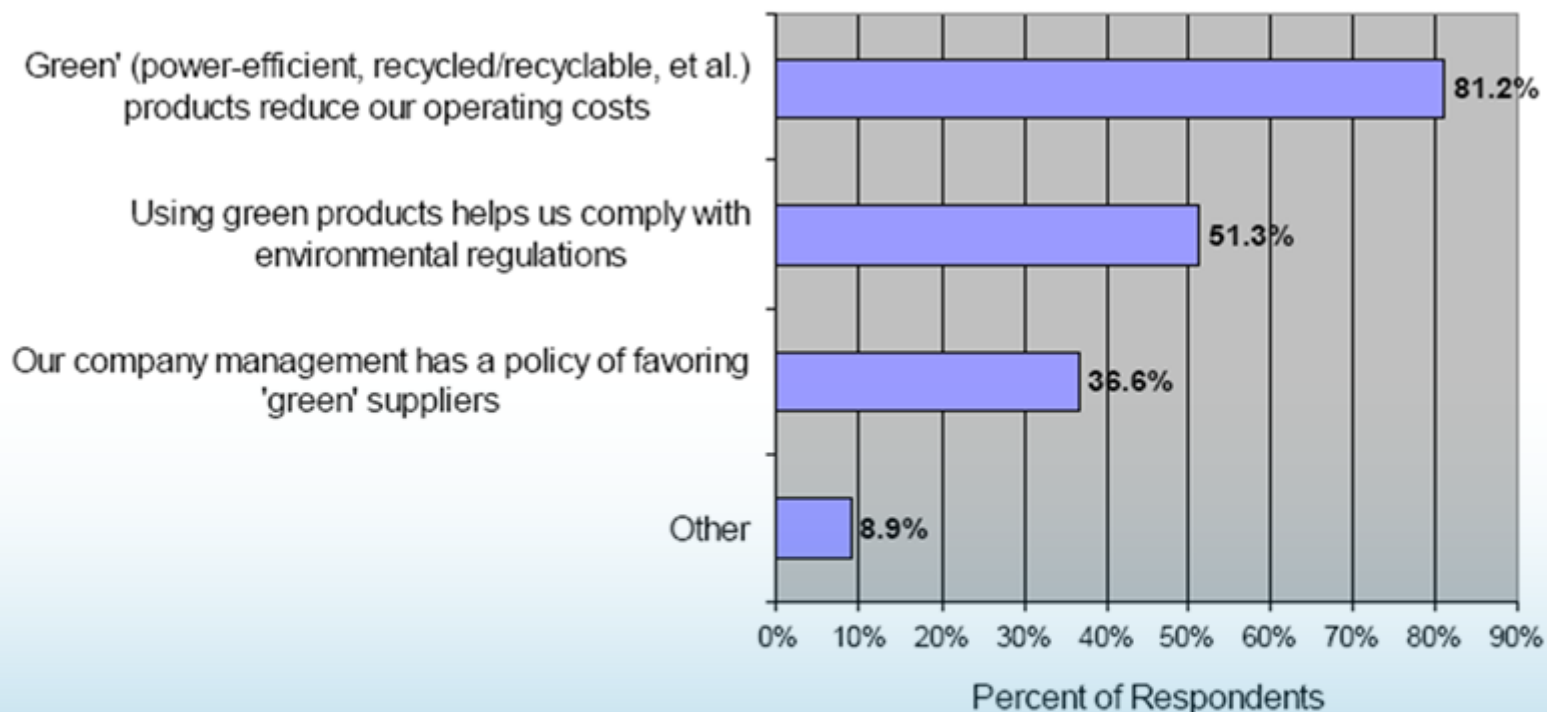


Identify new revenue opportunities



How Does Green Technology Drive Network Refresh?

Why is IT supplier 'greenness' important to you and your organization?



Source: IDC U.S. Green IT Survey, September 2007, n=191

Base = Respondents who rated importance of IT supplier greenness 3, 4, or 5

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Percent of Respondents

New Energy Regulatory Mandates

Canada Energy Efficiency Act – external power supplies, battery chargers, TV set top boxes, and digital TV adapters

EU EuP Directive – energy using products, including set top boxes

Japan –networking equipment

US Energy Policy Act of 2005 – battery chargers and external power supplies

China –TV receivers, set top boxes, and DVD players

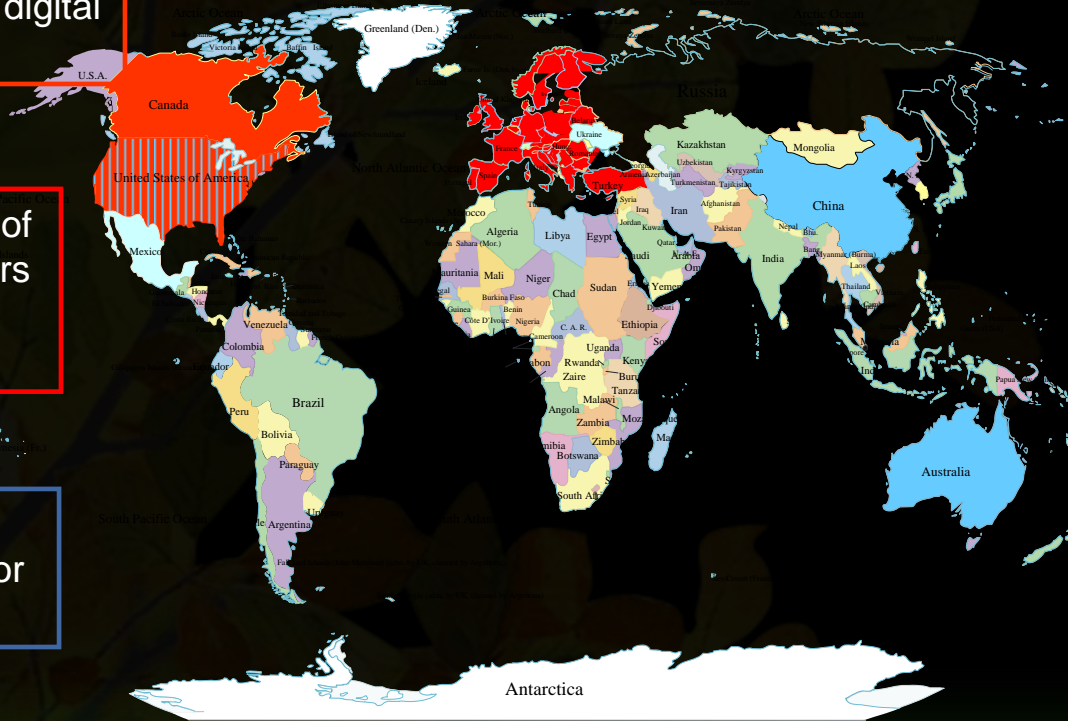
Mexico evaluating efficiency standards for electronic products

Australia – DVD players and recorders, hard disk recorders, AV receivers, other audio / video equipment

US HR 3221 – external power supplies, promote energy efficient data centers.
HR 6 – energy efficiency labeling for set top boxes and DVR products.

Enacted / Proposed

Start Now to Avoid Regulatory Penalties in the Future



EnergyWise



Cisco EnergyWise

Industry First

- Innovative technology added onto Cisco Catalyst switching portfolio
- Company-wide optimization of GhG emissions – well beyond the 2% IT impact
- Measure, reduce and report energy usage across the entire corporate infrastructure
- Supports Cisco and non-Cisco devices: Phones, APs, PCs, building systems and more
- The network as a platform for cross-industry energy management

Cisco EnergyWise

Converges IT and Facility Networks

Tenant Services and Technologies IP Based

High-Speed Internet

Wireless

VPN

IP Telephony

Audio & Video Conferencing

Visitor Management

Interactive Media

Digital Signage

Building Services and Technologies Non-IP

Lighting

Elevators

24/7 Monitor

HVAC-Sensors

Fire

Video surveillance

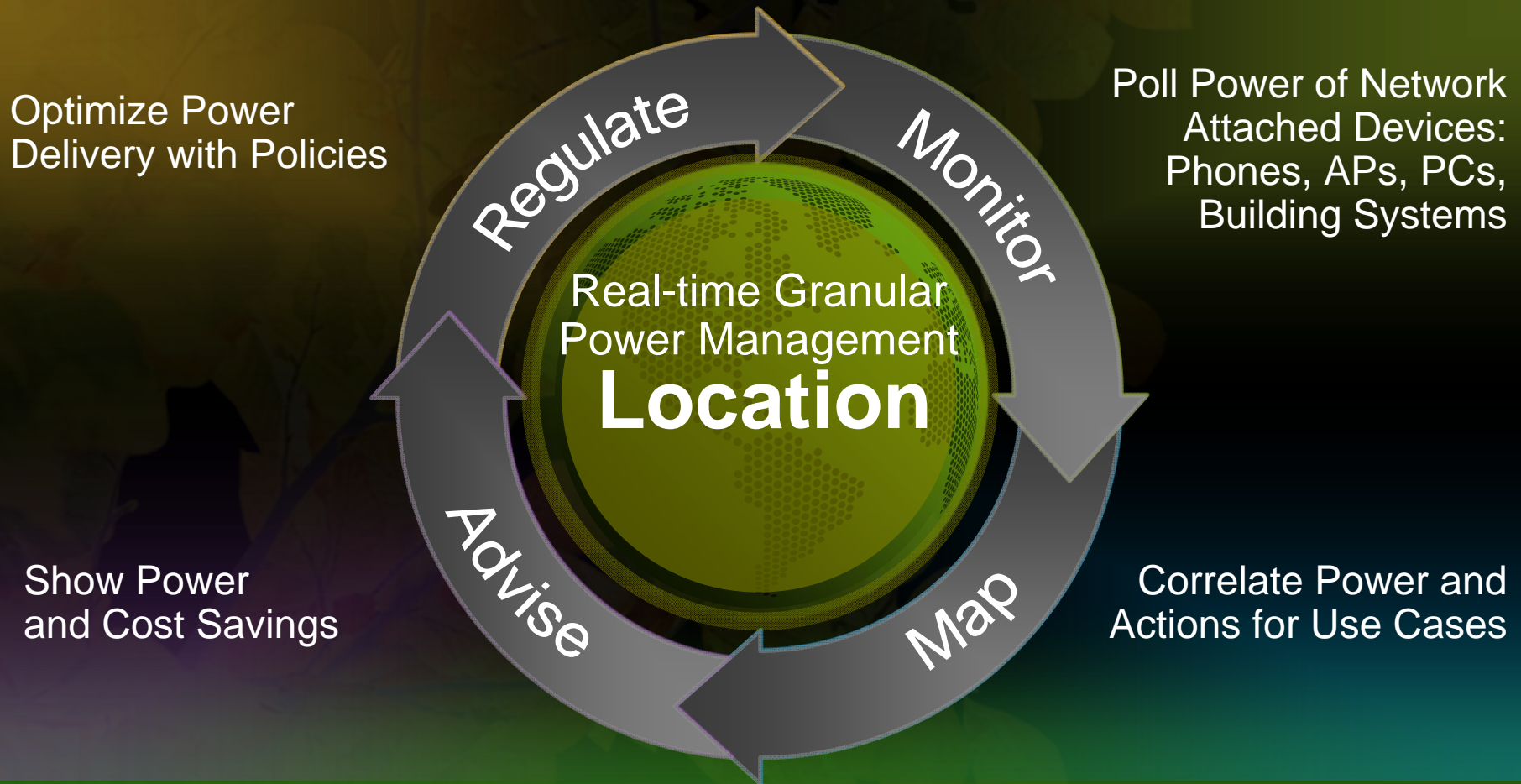
Access

Energy

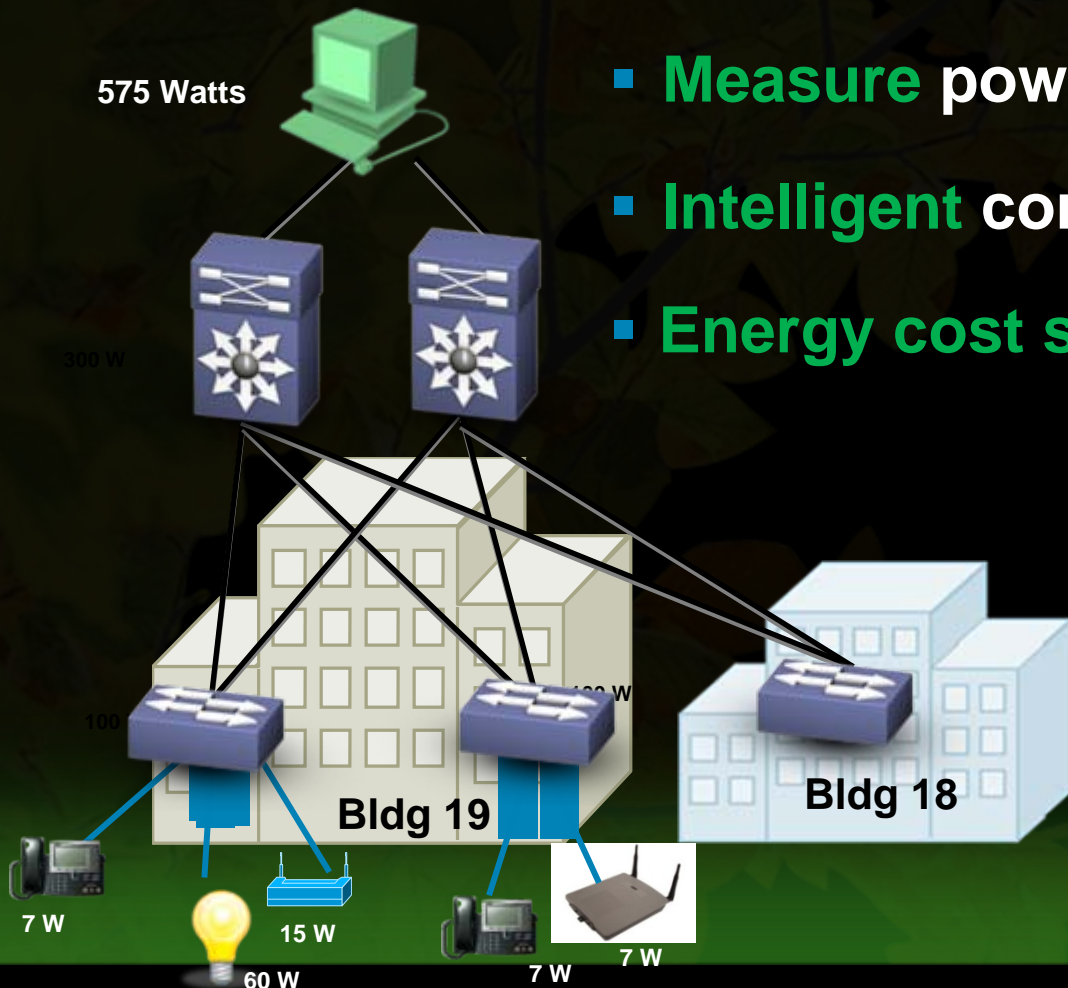
**The Network Is
the Platform**



Cisco EnergyWise Operating Cycle

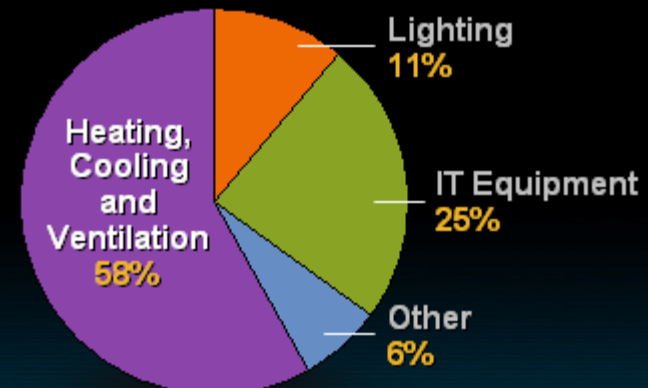


Cisco EnergyWise



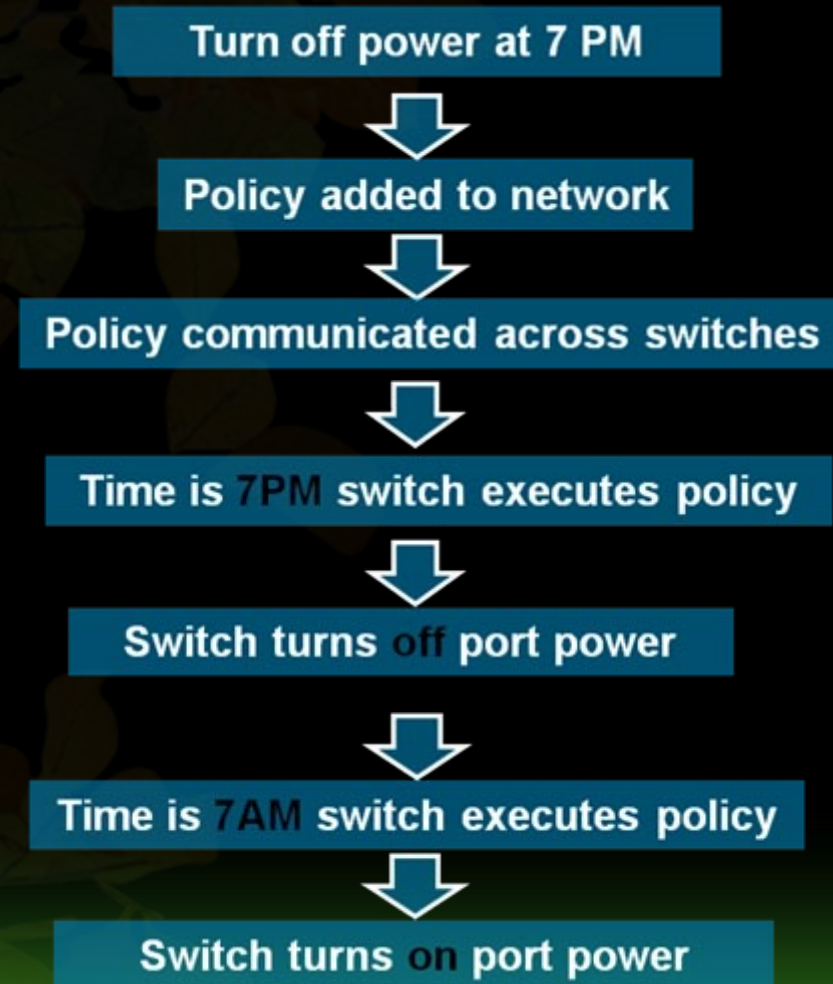
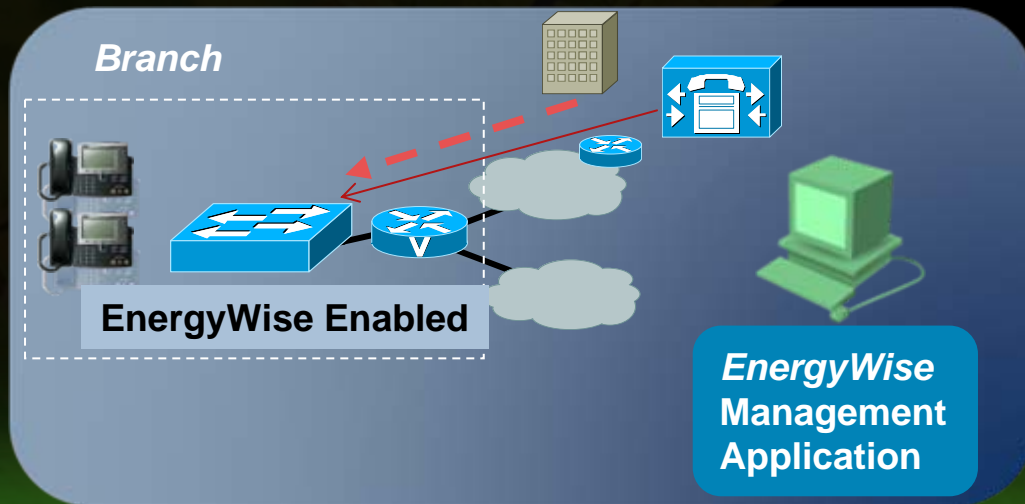
- Measure power of connected devices
- Intelligent control
- Energy cost saving

Building's energy breakdown

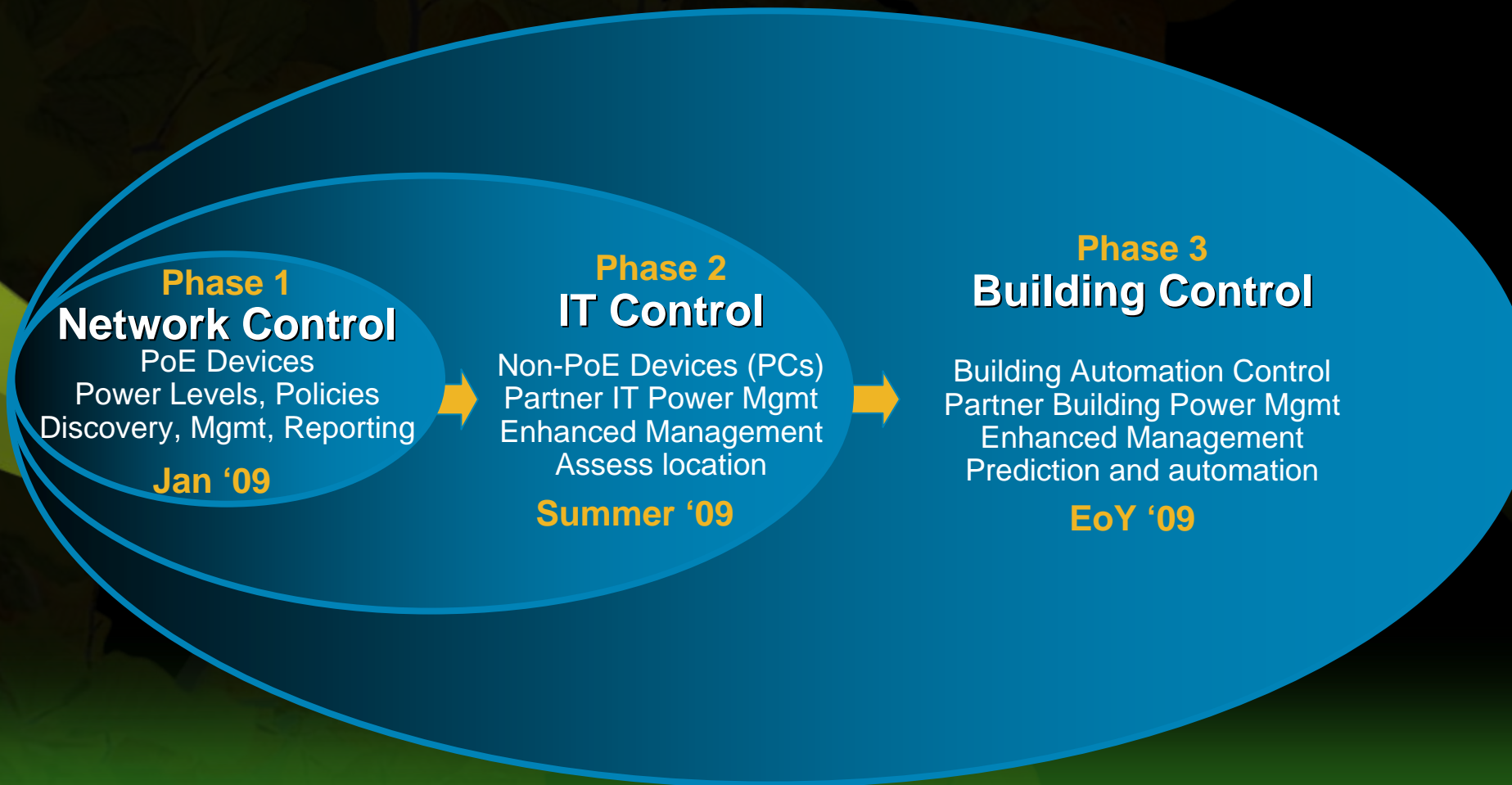


EnergyWise: Time-of-Day Power Control

- Bank customer branch office
- Operations run 9 to 5
- Power off phones after hours
- Power on next day



Cisco EnergyWise Roadmap



Size of Circle Indicates Relative Energy Consumption and Costs

EnergyWise Summary



Converged IT
and Buildings
Centralized
Policies



Environmental
Benefits
Power
Optimization



Lower
Operating
Costs

