

Alliance to Save Energy – “Galaxy” Star of Energy Efficiency Dell Nomination Summary

In June 2007, Michael Dell committed that Dell would become the “greenest” technology company on the planet. Shortly thereafter, Dell extended that pledge by announcing plans to become the first computer company to neutralize the carbon impact of its worldwide operations (scheduled for this year). Through the implementation of programs to reduce energy consumption, minimize carbon emissions and avoid waste, Dell is quickly emerging as the industry’s environmental leader.

As part of its environmental commitment, in 2007 the company implemented a global plan to conserve energy by improving the power management of approximately 50,000 in-house computers worldwide.

Dell took an industry-leading approach and identified the power management of its install base presented a significant (and untapped) opportunity for conservation. The company’s team estimated that computers left on overnight were wasting approximately 100 hours of unused power per week. Comprised of various internal stakeholders, the team recognized that any plan must ensure continued access to computers and that individual computer users would be required to know that they could access information as required and such information would not be lost when computers were shut down or put to sleep.

Dell identified computers within the company that could be turned off during non-business hours while pinpointing the select number of systems that needed to be on 24/7, such as building management systems or manufacturing control systems. Additionally Dell recognized the need to find and adopt software that would integrate with its corporate Microsoft® Windows Server® and Microsoft Systems Management Server (SMS) environment.

The company chose two applications from industry leader 1E. 1E NightWatchman software was chosen to help safely shut down or put computers into sleep mode, while 1E’s SMSWakeUp software worked to repower computers in synchronization with Microsoft SMS. Dell’s team developed best practices for the implementation of the 1E software solutions through the establishment of a staggered schedule for powering up computers to avoid overburdening networks. The team made sure to educate employees of the changes and succeeded in a smooth implementation and achieved its goals without the disruption of daily operations.

By deploying 1E’s applications to its 50,000 client computers, Dell expects to realize up to a 40 percent reduction in computer-related energy costs, which equates to a savings of 13 million kilowatt hours of electricity, equivalent to the avoidance of 8,500 tons of CO₂ and a savings of US\$1.8 million in savings annually. Energy consumption for its desktop computers dropped to 5 watts per hour, down from an average 89 watts per hour and power consumption for notebook computers declined from a range of 15 to 25 watts per hour to 3 watts per hour.

The 1E campaign is just one example of Dell’s commitment to energy efficiency. Through its many outreach efforts to raise awareness, (www.dell.com/earth) and (www.regeneration.org), and through the sale of energy-efficient products, Dell has saved customers more than \$2.2 billion in reduced energy costs across the globe.