



SNS COLLEGE OF TECHNOLOGY

Coimbatore – 641 035



Department of Computer Science and Engineering

19CSE403-Green Cloud computing

SELLING ENERGY SAVING IN GREEN DATA CENTER

Selling energy-saving solutions and services in Green Data Centers can be a lucrative business opportunity, as organizations increasingly seek to reduce their carbon footprint, cut operational costs, and improve overall sustainability. Here are some ways to sell energy-saving solutions in Green Data Centers:

1. **Energy Efficiency Audits and Consultation:**

- Offer energy efficiency assessments to evaluate a data center's current energy usage and identify areas for improvement.
- Provide expert advice and recommendations for optimizing energy consumption and reducing costs.

2. **Energy-Efficient Hardware and Infrastructure:**

- Partner with manufacturers and suppliers of energy-efficient servers, storage, and networking equipment.
- Offer green infrastructure solutions such as cooling systems, lighting, and power management technology.

3. **Renewable Energy Integration:**

- Promote and install renewable energy solutions, such as solar panels and wind turbines, to power data centers with clean energy.
- Offer guidance on renewable energy procurement, including power purchase agreements (PPAs).

4. **Cooling Efficiency Solutions:**

- Specialize in advanced cooling technologies, including hot/cold aisle containment, liquid cooling, and intelligent HVAC systems.
- Implement cooling efficiency measures to optimize temperature control and reduce energy consumption.

5. **Data Center Automation and Monitoring:**

- Develop and sell automation solutions for efficient workload scheduling, energy management, and predictive maintenance.
- Offer real-time monitoring and analytics tools to help data center operators track and optimize energy usage.

6. **Waste Heat Recovery:**

- Promote waste heat recovery systems that capture and repurpose heat generated in data centers for heating or other applications.
- Provide design and installation services for waste heat utilization.

7. Energy Storage Solutions:

- Offer energy storage systems, such as batteries and flywheels, to reduce peak energy demand and provide backup power during outages.
- Provide installation and maintenance services for energy storage infrastructure.

8. Green Building and Design Services:

- Consult on eco-friendly data center design and construction, focusing on sustainable materials, efficient layouts, and green building practices.
- Assist in obtaining environmental certifications like LEED (Leadership in Energy and Environmental Design).

9. Energy Procurement and Contracts:

- Assist data center operators in negotiating energy procurement contracts, including those for renewable energy sources.
- Help clients secure favorable terms for buying green power and optimizing their energy sourcing strategy.

10. Employee Training and Education:

- Offer training and educational programs to data center staff, enabling them to adopt energy-efficient practices and behavioral changes.
- Provide certifications and workshops on energy-saving best practices.

11. Monitoring as a Service (MaaS):

- Offer ongoing monitoring and management of data center energy consumption through cloud-based solutions.
- Provide regular reports and insights to help clients optimize energy usage.

12. Regulatory Compliance Services:

- Assist data centers in meeting energy efficiency regulations and standards, ensuring they avoid fines and penalties.
- Offer compliance audits and reporting services.

When selling energy-saving solutions in Green Data Centers, it's crucial to tailor your offerings to the specific needs and goals of your clients. You should also stay updated on the latest technologies, regulations, and industry trends to provide the most effective and cost-efficient solutions. Additionally, consider building a strong network of partners and collaborators to expand your service offerings and reach a broader clientele.

Benefits of Selling EnergySTEP1

- **Key component of our Schneider-wide comprehensive energy management services portfolio**
 - Step 1 of a tiered approach toward energy efficiency in the data center
- **Strengths our relationship with the customer by being the source of valuable, detailed information about the data center which will result in the customer's improved ability to better manage their infrastructure**
- **Generates opportunities to sell additional products or services**
 - Identifies aging or inefficient competitive products that may need replacing
 - May lead to sale of higher level assessment services for a more in-depth analysis

