

# New program verifies data center energy savings

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A new program from IBM will help companies verify their data centers' energy use and reduction -- and earn potentially money-saving, energy efficiency certificates.

IBM will work with Neuwing Energy Ventures to measure a data center's energy use, once before any changes and again after energy-efficiency measures have been taken. When such an energy reduction is certified by Neuwing, the business can earn an energy efficiency certificate. The certificates can be traded for cash on the growing energy efficiency certificate market or retained to demonstrate reductions in energy use and associated CO2 emissions.

"Increased energy efficiency allows companies to dramatically reduce costs and improve the overall efficiency of their IT operations while at the same time supporting a corporate responsibility agenda," said Rich Lechner, IBM's Vice President of IT Optimization.

"A key ingredient for clients to effectively become more environmentally aware and efficient is measuring where they are. By collaborating with Neuwing Energy, an independent party, IBM clients can be assured that energy reduction results are documented and verified consistent with current and developing standards. Utilizing this process, clients can gain an understanding of the business and environmental value in reducing data center energy consumption."

Source: IBM

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