

GO GREEN TO SAVE GREEN:

An IT Checklist

Building a **GREEN** data center allows companies to improve profitability, reduce costs and impact on the environment, and creates opportunities to enhance relations with local communities. Follow the steps below from PGI's Director of Corporate IT Infrastructure Engineering to get started building your green data center while meeting your business's bottom line:



Find a support team

Passionate people who care about the impact their corporation has on the planet exist at every level within an organization. Target various individuals from within your organization who have concerns about the environment and can provide the support you need to begin expanding the company's investment into environmentally responsible choices.



Be aware of current energy usage

In order to be more efficient and cost-effective, you must first know how much energy you are using. It's vital to understand where your energy is being used and what equipment is using it. It's also helpful to be able to differentiate between efficient and wasteful usage.



Determine your energy requirements

It's imperative that you thoroughly research energy consumption, since this is such a huge consideration for data centers. The location you choose should support electrical systems for both your present and anticipated future requirements, allowing your equipment to run more efficiently and cost-effectively.



Search for an appropriate location

Sometimes the best way to reduce costs for a company may be to relocate. Rural sites, which typically have a lot of space and lower real estate costs, are often ideal for building a green data center. Security is also generally easier to manage in these areas because of the natural protection provided by the remote location. Foreclosed malls or warehouses that are no longer being used can be a great option. These types of locations can usually be procured at much lower costs and do not have to be rewired significantly for a data center's needs.



Remain aware of changing technology

Technology is constantly evolving and it's important to stay up-to-date on the latest advancements in sustainable energy sources. Continuously evaluate your non-carbon sustainability initiatives to guarantee that you are meeting your energy efficiency and environmental goals.



Don't limit your changes to the data center

Making some additional changes outside the data center can also help your company cut costs and improve its environmental footprint. Electricity usage can be reduced by adding various windows and other sources of natural light throughout buildings. Also, using drought resistant plants that are native to the area not only help support the local environment but also require less water and maintenance.

PGi Results

With a smaller data center footprint, server virtualization and energy efficiencies and telecommunications and telephone circuit efficiencies, PGI accumulated a total savings of \$4.5 million in just the first year. Green really does pay off! With the demand constantly growing from environmentalists and other concerned citizens, it is imperative that companies continuously seek out cost-effective solutions that will help reduce their carbon footprint. Would you like more information and the specific steps the PGI team took to reduce data center costs while minimizing the impact on the environment? Check out [our detailed interview](#) posted on the PGI Blog.



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