



POWER DOWN

JOHN LUNT, MANAGING DIRECTOR OF CERTERO, EXPLAINS WHY POWER MANAGEMENT BEYOND THE DATA CENTRE IS AN URGENT IMPERATIVE

The Government's target of an 80 per cent reduction in carbon emissions by 2050 requires action on all fronts. Ubiquitous, anytime IT access is a huge energy drain, and at a time when an extra challenge isn't needed, network and IT professionals must act to manage and reduce their consumption. Changing individual's habits will be critically important to encourage restraint and ultimately, save money.

If carbon reduction is to be achieved, organisations must understand and manage every aspect of their organisation's energy use. There is little sense in having an energy efficient data centre if the rest of the network fails to operate efficiently. By monitoring and efficiently managing network devices and desktop elements, a business can demonstrably contribute to green IT targets, in turn reducing their drain on both energy and financial resources. The UK is the first country to adopt a legally binding objective to reduce emissions, so businesses must act quickly to reduce their environmental impact.

Immeasurable amounts of money are wasted on energy by UK businesses annually, particularly in larger organisations such as the NHS, whose current carbon footprint is 18 million tonnes of CO₂ per year. The NHS has pledged to become England's leading low carbon organisation and reach a ten per cent reduction of its 2007 carbon footprint, by 2015. All organisations need to set ambitious targets to reduce their own carbon output.

24/7 IT access is crucial to business operations but it is also a huge drain on energy. Employing a best practice approach to power management requires organisations to apply policies and profiles and set its own energy reduction targets. This can only be achieved by understanding the detail of its energy usage, which in turn can be used to modify user's activity and attitudes.

Power management puts PCs and thin clients into hibernation, standby mode or shuts them down. When deployed correctly, power management can be accountable for a 98 per cent power saving, by using hibernation mode. This is the most efficient mode as Standby is slightly less efficient, but still offers a 75 per cent saving.

Historically, power management has been difficult to implement, so organisations have been reluctant to invest. However, with significant changes in architecture and deployment, this is no longer the case. Network managers need to source a solution that uses mature and proven tools and that is easy to deploy. It must deliver results and in no way adversely impact day-to-day operations.

A mature solution enables effective management of power consumption and actively contributes to energy reduction targets. For example, IT maintenance tasks such as patching can be challenging during business hours. An effective power management solution sets policies to accommodate this, enabling PCs to be automatically switched on, out of hours,



ensuring that users are not interrupted and computers are returned to hibernation on completion of defined tasks.

Network managers are not solely responsible for improving power efficiency and each user needs to be encouraged to reduce their individual carbon footprint. Point scoring systems that award and deduct points depending on a user's IT habits can motivate individuals to contribute to their workplace's green targets. Effective power management tools require no training or technical expertise, so users can be actively involved, feeling part of the solution in which we all have a stake.

Organisations are under increasing pressure to adopt a green strategy. Businesses that embrace power management will meet environmental targets and reduce costs. They may in some circumstances be taking steps to secure their supply of electricity as supply infrastructures in some areas become over stretched. Power management is the obvious next step for businesses that want to work towards creating a low carbon Britain and even secure their own future. **NC**