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Mixed messages when selecting a PC Power Management (PCPM) solution

Abstract: There is a lot of confusion in the market about why organisations would select a specialist PC Power Management solution when most manufacturers go to great lengths to state how 'green' their new products and solutions are.

Hardware manufacturers boast phenomenal processing power that uses less electricity and the latest Operating Systems which evangelise their increased green credentials through built in power management capabilities. With all these 'green' messages around it is easy to assume that PC Power Management is already there thus, why would you need a specialist PC Power Management solution?

Research conducted by Ovum provides an articulate definition of the role an Enterprise PC Power management solution can play within large organisations. We thought we would share with you an extract from a report from Ovum's Industry Solutions Guide **Selecting a PC Power Management Solution Vendor.** This extract describes why the features within operating systems such as Windows 7 do not provide the adequate power saving technology to deliver worthwhile power, cost, and CO2 savings.

We hope this helps explain 'why' an enterprise PCPM solution is so compelling. If you would like anymore information or have any questions please contact us on the details below.

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Why choose Certero PowerStudio®?

PowerStudio® is a comprehensive web-based PC Power Management solution that saves energy, reduces CO2 and quickly lowers electricity bills for PC's, Laptops and Thin Clients.

Key Features:

- ✓ **PowerStudio is a complete out-of-the box solution for the Enterprise organisations**
- ✓ **Return on Investment (ROI) in 4 – 6 months**
- ✓ **Accurate and adaptive reporting based on the ENERGY STAR database**
- ✓ **A complete solution that has no dependencies on any third party products such as SCCM.**

PCPM solutions save power, money, and carbon emissions

- Estimates vary but PCPM solutions have saved organisations in the region of £17 per computer each year just in power consumption.
- There may be additional savings in air conditioning because fewer powered-up computers will produce less heat.
- This typically equates to a 40% reduction in PC power costs or 380 kWh per PC per year or 586 pounds of CO2 per user per year
- Savings across desktop fleets are greater than across notebook or laptop deployments because mobile devices consume far less energy than desktop machines.
- The average desktop base unit consumes 52W and monitors consume 40W per year, while the average laptop's yearly consumption is just 30W, though many organizations with large laptop fleets also supply employees with external monitors, raising overall power consumption. In either case, PCPM deployment can deliver worthwhile power, cost, and CO2 savings.

Why choose a PCPM solution over SCCM? *Power saving technologies built into operating systems are inadequate*

Many IT administrators have inflated expectations about the effectiveness of desktops' built-in power-saving technologies. Newer desktop machines and operating systems have improved power-saving features, such as the default setting in Windows 7 that switches a machine into sleep mode after an hour of idle time.

However, a PCPM solution can deliver an additional 40% or more power savings than the features built into operating systems and desktops. Furthermore, many PCPM solutions enable after-hours remote access. Many corporate users override the default power-saving settings in Windows so they can remotely access their office PCs after hours.

The typical PCPM savings of 40% or more also applies to desktop fleets that are managed by Microsoft's System Center Configuration Manager (ConfigMgr) for endpoint management.

While Microsoft's latest ConfigMgr release, R3, includes improved power management, it falls short of mature PCPM solutions on the market. For example, ConfigMgr will put PCs into sleep mode after a period of inactivity, whereas a PCPM solution will shut them down completely. PCPM solutions also have powerful controls for XP clients, while ConfigMgr does not.

PCPM solutions can tackle PC insomnia

- Unlike built-in operating system power management systems, PCPM solutions tackle "PC insomnia", which occurs when a machine is idle yet unable to shut down or switch into a low-power mode.

- PC insomnia occurs when the idle timer in the built-in power management system in Windows is kept active even when there is no user activity or purposeful CPU activity. This can be caused by applications that are not power-management-aware.

- Another culprit can be a faulty mouse with "pointer drift" that makes it appear that a user is present.

- Leading PCPM solutions commonly address PC insomnia by identifying and reporting on power consumption that seems uncharacteristic or unreasonable, and also by blacklisting certain applications that are known to cause to PC insomnia.

- Some PCPM solutions can also whitelist certain actions that may seem like PC insomnia but are not, such as, for example, downloading a large media file such as a movie, which requires no user involvement but causes substantial CPU activity.

Reporting is key - "You can't manage what you can't measure“

A PCPM solution with comprehensive reporting capabilities enables accurate and granular measurement of desktop power consumption.

- Insightful reports equip IT administrators with data to create power-management policies that deliver greater power savings, as well as better-informed desktop configuration and hardware and software purchasing solutions.

- For example, PCPM reports can also show the difference between Energy Star versus non-Energy Star computers to better justify sustainable procurement policies. PCPM reports also can show the energy consumption of different models and types of computer monitors in different offices within an organisation.

Market development relies on IT being involved in energy and sustainability

The payback period for PCPM solutions is typically six months or sooner, and in the UK the solution costs may be completely offset by utility rebates such as the Salix Finance scheme.