vmware®

Energy Efficiency Incentives for Server Consolidation with VMware Virtualization

How is VirtualCenter for VMware Server Used?

Utility providers in California such as PG&E, SoCal Edison and SDG&E are offering financial incentives to customers who undertake server virtualization projects that result in the removal of server computing equipment and thereby reduce energy consumption. Now you can get paid to consolidate servers using virtualization and help save the planet!

How the Programs Work and How to Apply

Incentives are paid following the completion of a qualifying server consolidation project and are based on the net reduction in kilowatt-hours that will result from the project at the rate of 8 cents per kilowatt-hour. Apply today using these easy steps:

1. **Complete the applicable program application.** This appli cation is available from your utility provider at the links below. In addition to information about your company and site location, the application requires a calculation of the energy savings you will accrue through completion of the project. You may contact your utility provider for a calculation model if necessary.

2. **Schedule a field verification before starting your project.** Utility providers reserve the right to inspect equipment both before and after the project is imple-mented. For virtualization projects, computing equip-ment must be unplugged and removed from the data center after the pre-inspection.

3. **Notify your provider when you have completed your consolidation project.** The Utilities reserve the right to inspect post-project conditions to verify that equipment was removed from service and that the new equipment has been installed and is operational. Custom-ers must submit invoices reflecting the total costs for the project, and that the project has been paid for, subject to Utility program guidelines.

Eligibility

1. Customers must submit and have their Utility application approved before servers are removed.

2. Servers must be physically disconnected and removed from racks.

3. Incentives are only paid for direct savings. For example, energy savings from the reduced heat load on HVAC systems are not included.

4. Incentives are not yet available for server virtualization in new construction applications.

5. Additional eligibility rules or restrictions may apply. Visit your Utility's incentive program website listed below for details.

How VMware Can Help

To learn more about how to get started on a virtualization project and take advantage of these programs, contact a VMware sales representative at 1-877-4-VMWARE or search for a local partner at http://www.vmware.com/partners/home.html.

For specific program details or to obtain a calculator from your local Utility company contact:

PG&E
http://www.pge.com/biz/rebates/hightech/htee_incentives.html
Mark Bramfitt
(415) 973-2933
MJB9@pge.com

SoCal Edison
http://www.sce.com/RebatesandSavings/LargeBusiness/SPC/
Steve Culbertson
(626) 302-8214
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SDG&E
www.sdge.com/spc
Shea Dibble
(858) 636-5774
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FAQ on California Energy Efficiency Incentives for Server Consolidation

Is this a VMware program?

Energy efficiency incentives are offered by energy providers through a State-wide program to their customers in order to reduce energy consumption. VMware is not directly involved in the incentive program or payment.

How much can I save on power and cooling by consolidating servers?

Estimates by VMware and energy providers are that direct energy savings for each server removed run between $300 and $600 per year. These figures can double if reduced air conditioning use is taken into account.

Why is this being done? What's the catch?

Energy providers have been running energy efficiency programs for many years. Encouraging and giving incentives to customers to make energy efficient-equipment choices is more cost effective than procuring new supplies of energy or increasing capacity, so all customers benefit. It's also the right thing to do from an environmental perspective.

How and when do I get paid?

Incentive payments are provided in the form of a check after the project is completed, the savings are verified and the new equipment is inspected (to verify that the old equipment was removed and the new equipment was installed).

How is the incentive calculated?

The calculation compares the energy use of your existing equipment inventory to the energy use of the remaining equipment that will be in service. Annual energy savings are calculated using de-rated nameplate data on servers being removed (energy consumption) at 8 cents per kilowatt hours saved in one year. VMware or your authorized reseller can help you perform the calculation using a spreadsheet from your energy provider or reseller.

Are there any exclusions or limitations?

Certain conditions and restrictions apply. The most important "limitation" is that you must apply and be accepted into the program for the incentive prior to purchasing equipment and licenses and before performing the migration. In addition, energy providers will generally not pay more than half of the total project cost and there are limits (that vary) on the total amount of the incentive per site per year.

Can I apply for a consolidation project I already completed?

No, you must apply and be accepted into the program prior to consolidating your servers.

Are cooling savings or equipment included in the program?

Energy providers currently do not pay incentives based on the cooling savings that customers will capture through virtualization/consolidation, although calculation tools may calculate these savings for informational purposes.

How do I apply? Where can I learn more?

Learn more and apply today using the links below:

PG&E: http://www.pge.com/biz/rebates/hightech/htee_incentives.html

SoCal Edison: http://www.sce.com/RebatesandSavings/LargeBusiness/SPC/

SDG&E: http://www.sdge.com/spc

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