



# Dell: Focusing on energy efficiency

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A need to reduce energy consumption without compromising service, safety or flexibility drove Dell's energy conservation plan. The 1E technology that was implemented across approximately 50,000 computers achieved a 40 percent reduction in energy consumption and a cost saving of US\$1.8 million per year.

## Customer profile

Dell was founded in 1984 by Michael Dell, and is a leading global systems and services company with locations across the globe. With headquarters in Round Rock, Texas, Dell develops, manufactures, markets, sells and supports personal computers, servers, data storage devices and other technology-related products. As of 2008, Dell employed more than 95,000 people worldwide.

## The challenge

Dell is firmly committed to meeting energy conservation benchmarks in manufacturing its products, and to conserve energy within the corporation by improving the power management of an estimated 50,000 in-house computers. "We want to take an industry-leading approach to energy conservation," says Jay Taylor, Regulatory Engineer Strategist at Dell. "The technology is now available to make significant improvements in conservation, and we set out to deploy that technology to both conserve energy and cut costs."

In many offices, computers are left on overnight. "During the off-hours, those computers are creating heat and burning energy," Taylor continues. "And by creating heat, computers force buildings to use more air conditioning, which uses even more energy."

## The solution

Taylor's team brought together several departments at Dell to develop an energy conservation plan. After reviewing the marketplace, the Dell team unanimously selected two products from 1E: NightWatchman® and SMSWakeUp™ (now known as 1E WakeUp™). 1E WakeUp powers on all PCs that are hibernating or shutdown for successful deployment of updates or patches. NightWatchman can put systems into hibernation or standby, and automatically saves open documents, ensuring successful patch deployment and significantly reducing power consumption.

Dell consulted with 1E to ensure that the vast majority of office computers would be powered-down after hours – but that critical systems, such as building management or manufacturing control systems, would remain on at all times. The team also developed a process to allow individual users out-of-hours PC access to their computers if required. "Every computer is first considered to be eligible for shut down, and then exceptions are considered – but these must be approved by a Dell vice president," Taylor says.

## The benefits

The 1E applications not only reduce energy consumption but also co-operate to serve as a powerful and flexible administration tool. By deploying NightWatchman and SMSWakeUp across approximately 50,000 client computers, Dell has achieved a 40 percent reduction in energy costs, which translates into US\$1.8 million per year. Energy consumption for its desktop computers has dropped to 5 watts per hour, down from 89 watts per hour, and power consumption for notebook computers declined from 25 watts per hour to 3 watts per hour. "These are significant cost savings that put us far out in front of regulatory benchmarks and show the rest of the industry what can be achieved," Taylor says.

In addition to delivering significant energy and cost savings, the Dell power management program has achieved its successes without disrupting operations. "We thought that if we were going to be the leader in the industry in this energy-saving program, we should test it on ourselves first," Taylor says. "We had confidence that the experiment would work well, but it turned out much better than we anticipated."



### Testimonial

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Jay Taylor

Regulatory Engineer Strategist, Dell

## About 1E

1E is a global Windows Management software and services company. Our expertise in providing leading-edge automation solutions, which reduce complexity, management costs and power consumption, has earned us the trust and confidence of more than 8 million users in over 1,000 organizations across 42 countries worldwide. Customers include Allstate Insurance, Blue Cross, British Airways, Dell, HSBC, Marks & Spencer, Microsoft, Nestlé, Reed Elsevier, SABMiller, Syngenta, US Air Force on behalf of the Pentagon, Verizon Wireless and Visit Britain.

## Solution overview

### The Project

Dell IT cuts energy costs by 40% with a new power management plan

### Project Requirements

- Significant energy conservation
- Flexible implementation allowing IT staff and users to retain control
- Selective deployment maintaining 24hr operation of critical systems

### Solution Summary

- Dell™ OptiPlex™ desktop computer
- Microsoft® Systems Management Server
- 1E Power & Patch Management Pack, comprising:
  - 1E NightWatchman®
  - 1E WakeUp™
- Company-wide deployment across 50,000 seats
- Flexible implementation, supported control and proactive management

### Key Benefits

- Significant cost savings through 40% reduction in energy consumption
- Highly automated and reliable patch deployment
- Quantifiable savings to support business case
- Meets and exceeds regulatory compliance requirements
- Negligible disruption to users

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