Keep the participation process simple and minimize paperwork requirements.

Provide certainty on what incentives will be from the beginning—before the customer has made the decision to move ahead. Prescriptive incentives or standardized calculations are preferred.

Provide co-marketing support and allow service providers to leverage the energy efficiency program brand.

Provide a dedicated point of contact for program questions.

Provide education on optimal thermostat set points in data centers.

OUR RECOMMENDATIONS for energy efficiency program administrators:

8%–20% of energy consumption can be reduced by these efficiency opportunities when multiple measures are installed at a single site.

92% of the savings potential in SEDCs is associated with efficiency improvements that would be delivered by a service provider including UPS use, server and storage consolidation, migration of data to the cloud, and airflow management.

BARriERS

- Some IT service providers we contacted were unfamiliar with energy efficiency programs and do not routinely leverage efficiency incentives for their customers.
- Due to low energy savings per measure, most service providers did not view the incentive ranges cited for SEDCs as large enough to have significant impact on customer purchasing decisions.

HOWEVER

- HVAC and RCx service providers we interviewed regularly engage with facilities that have SEDCs. These firms are also accustomed to leveraging efficiency incentives for their customers.
- HVAC and RCx service providers are willing to include IT measures in their projects when straightforward, prescriptive incentives are available, even if incentive amounts are relatively small.

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**Major energy efficiency opportunities in SMALL EMBEDDED DATA CENTERS (SEDCs)**

<table>
<thead>
<tr>
<th>INCREASE uninterruptible power supply utilization</th>
<th>REPLACE older servers with current generation models</th>
<th>REMOVE dormant servers</th>
<th>INCREASE data center temperature set points</th>
<th>UPGRADE cooling efficiency at end of equipment life</th>
</tr>
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