How iomart reduced costs by 13% and found €1.5M in savings

How integrating energy and sustainability initiatives is driving both cost reduction and energy efficiency for one of Europe's leading cloud computing companies.

By taking a strategic approach to Climate Change Agreements and the Carbon Reduction Commitment, results have been delivered – contributing to iomart's Active Energy Management journey

Leading the way for responsible Data Centers

Experts have predicted the amount of energy used by data centers will triple in the next decade, and as a responsible cloud computing company, iomart has started its journey to sustainable growth through lower energy consumption across its data centers. The company turned to Schneider Electric to lower energy use, meet energy compliance standards and manage volatile energy costs.

Purpose

iomart is a fast-growing cloud computing company, accredited as a Tier1 partner by all major cloud vendors including Microsoft, VMware, EMC and AWS. As iomart continues to grow, the organization has applied the same guiding principles that deliver value for its customers to its own organization. This winning formula of improved efficiency, reduced costs and improved flexibility is what makes iomart a responsible data center provider.

"With the geopolitical pressures on power generation in today's economy, to manage energy use in our data centers efficiently we have to be focused on cost and sustainability. The strategy we have with Schneider Electric gives us the visibility and the expertise we need in the short, medium and long term."

Neil Johnston,
Group Technical Operations Director

iomart

Sustainability   Supply

Efficiency

Active Energy Management
When energy, procurement and sustainability teams work together in support of businesses' core goals and missions to increase performance and return on investment through integrated decision-making and initiatives.

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Path

Step 1: Buy energy smarter

Supply

The organization's first challenge was to reduce costs by buying energy more strategically. Schneider Electric helped deploy a risk management solution to respond to the market in an agile way, which led to an impressive 13% savings under contract. This was iomart's first step on its Active Energy Management (AEM) journey. With early successes from a smarter approach to buying energy, the team wanted to build a more strategic and integrated approach to other energy and sustainability opportunities.

Step 2: Meet energy and sustainability standards

Efficiency

Energy efficiency and sustainability goals were integrated to achieve compliance to voluntary and mandatory standards including; Climate Change Agreement, Carbon Reduction Commitment and ISO 50001. Sharing data across departments was key to achieving compliance, including using energy procurement data to support the energy and sustainability reporting needs.

Sustainability

ISO50001 accreditation was achieved in December 2016, demonstrating iomart's commitment to customers as a responsible data center provider – and has generated €1.5m in savings to date. Strict governance, monitoring of energy consumption and PUE and identifying rebates contributed to these impressive savings.

Step 3: Efficiency audits uncovers big savings

Efficiency

Energy audits were performed as part of the ISO50001 accreditation process (& ESOS audits) uncovering new energy saving opportunities. Using Schneider Electric's Continuous Efficiency approach, a total of €150k in further savings potential were identified, with ongoing monitoring revealing more opportunities to save in the future. Energy saving opportunities included management of set points and dead band zones on existing cooling systems and upgraded air conditioning units.

Step 4: Software Enables Ongoing Transparency

Supply

iomart continues to create new opportunities with integrated decision-making. The company has identified areas that need energy improvements and can be more strategic about its metering strategy by focusing on these areas first, in order to make further cost savings. Resource Advisor, an enterprise energy and sustainability data management software enables the team to automate processes, support the compliance team and enable visualization and actionable data to continue the Active Energy Management journey.

Results

The true success of iomart's approach is the integration of stakeholders and strategy within the organization. Starting with energy procurement, and adding energy efficiency and sustainability - teams came together, working closely with the finance team to deliver impressive results:

13% Savings achieved under Risk Management Contract

€1.5M Savings, through capital cost allowance and Carbon Reduction Commitment Energy Efficiency Scheme rebates

€150K Efficiency opportunities identified through Energy Audits

Break Silos and Drive Efficiency with Active Energy Management

Buying energy smarter. Using energy efficiently. Operating sustainably. Worthy pursuits, but when done in silos, companies miss significant opportunities and leave returns on the table — a notable gap for organizations looking to balance eco responsibility and profitability. Integrated energy and carbon management provides a holistic view of the data and resources needed to reduce consumption, drive innovation and maximize savings. **Find out more**

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