

DATA CENTER EFFICIENCY PROGRAM

Case Study

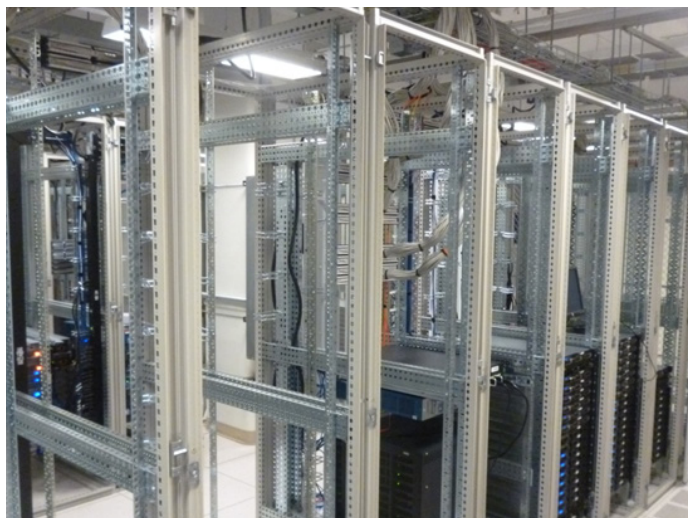
PulsePoint, Inc.

New York, NY

BACKGROUND

PulsePoint, Inc. is a global digital technology company headquartered in New York City, with offices across the U.S. and the U.K. By optimizing online ad placement and content, PulsePoint helps marketers and publishers deliver relevant messaging to their customers.

A company merger and information technology (IT) restructuring at PulsePoint led the company to move its equipment to a 1,000 square foot data center space on the seventh floor of 85 Tenth Ave. in New York City. In an effort to conserve power while providing billions of ad impressions per month, PulsePoint upgraded and consolidated IT equipment to reduce their energy use. This combination of consolidation and upgrades would not only offer great environmental benefits, but would also provide substantial cost-savings.



PulsePoint's new IT equipment installed in their space at 85 Tenth Ave., in New York City.

PROGRAM RECOMMENDATIONS AND INCENTIVES

Through the Data Center Efficiency Program (DCEP), PulsePoint has lowered the capital costs of these energy-efficient investments. The New York State Energy Research and Development Authority's, (NYSERDA) data center outreach contractor, Willdan Energy Solutions, worked with PulsePoint during the planning stage of its project. PulsePoint was eager to realize savings on their capital costs, but also needed to move quickly. Their consolidation involved not only a switch out of new equipment, but also a move from 25 Broadway to a new space at 85 Tenth Ave. PulsePoint's Vice President of Technical Operations needed to coordinate this move around lease change, a physical move, decommissioning of old equipment, and purchases and shipments of new equipment. PulsePoint's incentive through the DCEP would be based on kilowatt-hour (kWh) savings from a server and storage array consolidation (348 existing machines to be replaced with 67 new ones) and upgrades of their network switch equipment. It was estimated that this set of upgrades would save over 1 million kWhs annually and reduce energy costs by almost \$200,000 per year.



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PROGRAM RECOMMENDATIONS AND INCENTIVES *(CONTINUED)*

The DCEP's data center team moved quickly to estimate savings, submit and process the application, and coordinate efforts to ensure the technical review of the project proceeded at a schedule that worked for PulsePoint. During review of the project, PulsePoint identified further measures that could be taken to save energy. Due to the highly efficient processing capacity of the new servers, PulsePoint would also be able to decommission servers in a colocation facility at 111 Eighth Ave. In addition, PulsePoint planned to install an innovative "data warehouse" solution that allowed for Hadoop node sharing and greater processing capacity with less hardware. This solution allowed PulsePoint to avoid purchasing 25 additional Hadoop nodes for its grid environment, and to decommission additional older servers. During project follow up, NYSERDA's data center team added these measures to the same application and review process. The additional measures are estimated to save over 230,000 kWh per year.

PulsePoint will reduce their overall data center energy use by 1,463,000 kilowatt-hours (kWh) per year by replacing and consolidating much of their IT-side equipment – earning an incentive of approximately \$234,000 through the Con Edison NYSERDA Data Center Efficiency Program.

METRICS AND RESULTS

Through these evolving energy-efficient IT upgrades, PulsePoint will reduce its overall data center energy use by 1,463,000 kWhs per year, saving their business an estimated \$246,000 annually. Through the DCEP, these initiatives also qualified for an incentive of approximately \$234,000*. This incentive will improve PulsePoint's return on investment and provide additional resources for new IT and energy-savings projects.

LEARN MORE

To learn how you can participate in this exciting program, call the DCEP Hotline at **212-701-7222**.

For more information and answers to frequently asked questions, visit nyserdera.ny.gov/datacenters or conedci.com/DataCenters.aspx.

* Incentives are based upon the energy savings of the project and range from \$0.05 to \$0.16 per kWh saved.

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