Get Rebates from Energy Providers by Adopting Virtualization

Virtualization is a proven solution for increasing energy efficiency, and many major utility providers now offer financial incentives for virtualization projects that result in the reduction of physical servers in the datacenter. By participating in these incentive programs, you can achieve even greater financial savings with VMware virtualization solutions while significantly reducing the carbon footprint of your IT infrastructure.

Several major utility providers in the United States and Canada currently offer such incentives, including:

- PG&E High Tech Energy Efficiency
- SoCal Edison Standard Performance Contract
- SDG&E Energy Savings Center
- BC Hydro Power Smart for Business
- Austin Energy PowerSaver Program

Customers can expect to save between $150-500 for each server virtualized and removed from the datacenter. Some customers have already received checks in excess of $100,000.

VMware works closely with utilities providers to create and promote energy incentive programs and recently announced the Going Green Incentive for VMware VIP channel partners who want to help customers take advantage of these incentives.

Make Green IT a Reality with VMware Virtualization Solutions

Analyst firm IDC* states that the underutilized server capacity equates to approximately:

- $140 billion
- 3 years supply of hardware
- More than 20 million servers.

VMware virtualization solutions can help you reduce IT energy costs and consumption through server consolidation and dynamic management of computer capacity.

- Achieve server consolidation ratios of 15:1 or more, increasing hardware utilization to as much as 85 percent.
- Monitor server and desktop utilization and automatically power-down PCs when they are not in use without impacting applications and users.

VMware customers have been able to reduce their energy costs and consumption by as much as 80-90 percent.