

## Case Study:

### DATA CENTER ENERGY EFFICIENCY



# eBay Pursues Holistic Approach to Energy Savings

The technology industry holds Tier 4 centers to the highest standards of dependability, and Internet giant eBay's Tier 4 data center in Phoenix is no exception. The center provides space and power to business units eBay marketplace and PayPal, both of which demand top-tier reliability of access to information — which, in turn, demands constant attention to energy use.

## Challenge

eBay built the center in 2005 and designed to best practices at that time for energy load and delivery. When those practices became outdated, Richard Reyher, senior manager for eBay's Global Data Center Services, says the biggest challenge in implementing energy improvements was “working in an environment where a methodical approach to installation was critical to sustaining live operations in a Tier 4 data center.”

# Project Snapshot

**BUILDING TYPE:**

Tier 4 Data Center

**MEASURES:**

Technical Study, Cooling, Motors/VSDs

**APS INCENTIVES:**

\$376,840

**LIFETIME PROJECTED SAVINGS:**

107,430,550 kWh

**ENVIRONMENTAL BENEFITS:**

CO<sub>2</sub> savings = 7,389 cars off the road

## Approach

eBay's holistic approach to energy efficiency began with a technical study and included adding a building management system. Other initiatives followed:

- Blanking panel program
- Air return management
- Cold-aisle containment
- Operational best practices

With these initiatives in place, Reyher expects to save 13 percent in forecasted operational expenses and reports a 19 percent reduction in the site's power usage effectiveness (PUE) — in spite of increasing the total site load over an 18-month period.

## Recommendation

"I'd absolutely recommend this program to others," says Reyher. "Our partnership with APS helped make the business case for these energy improvements."

## Can We Help?

APS offers incentives for qualified efficiency measures. Learn more at [aps.com/businessrebates](https://aps.com/businessrebates).

