

“LEED” Your Datacenter

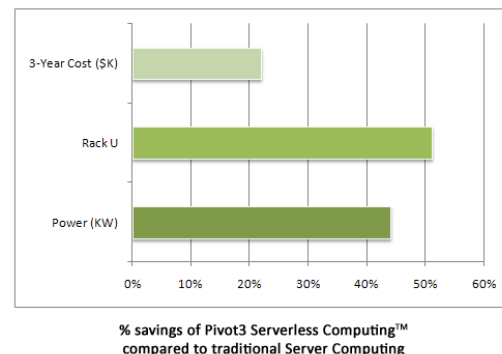
WITH PIVOT3 SERVERLESS COMPUTING™

Reduce the carbon footprint of your datacenter

- > Eliminate servers
- > Save up to 44% in power and cooling
- > Save up to 52% in rack space

Apply for building, tax and insurance incentives

- > LEED building project benefits
- > Federal tax incentives
- > Firemans Fund® insurance incentives



Datacenter Power Usage is at a Critical Stage

Since 2000, data centers have more than doubled the kilowatt-hours of electricity required to run the computers centers of the world. If trends continue, the world will need more than 25 new power plants to run the Internet alone. The priority of “green” initiatives has never been more critical as datacenter managers look to reduce the energy use below today’s average of 50 watts per square foot.

Green building incentives are now mainstream requirements

In addition to the operational benefits of power-efficient construction, there are now incentives in place to encourage high-performance green infrastructure buildouts. Here are a number of the public and private incentives available today:

The LEED Green Building Rating System

The LEED (Leadership in Energy and Environmental Design) Green Building Rating System is specifically designed by the U.S. Green Building Council to improve energy efficiency for new or existing building projects. LEED ratings are increasingly common requirements, especially for public or government financed projects. Private projects can also earn LEED ratings and, in some cases, LEED certification of private sector projects is required by government agency mandate.

Every LEED project must incorporate energy efficiency improvements that are 14% beyond what building codes require. Greater improvements result in higher scores and potentially more financial incentives.

For more details on LEED Green Building Projects please refer to www.usgbc.org/leed

Insurance companies, like Fireman’s Fund® offer Green building incentives

Mainstream insurance companies are recognizing the benefits of green infrastructure and are offering insurance breaks or special coverage options that promote high performance green construction. The Fireman’s Fund®, for example, is a member of the U.S. Green Building Council and offers the following: “By investing in state-of-the art electrical, plumbing and roof systems, green building owners experience fewer incidents of risk and loss. In recognition of this, Fireman’s Fund offers discounted pricing for building owners who commit to green standards.”

For details on the Fireman’s Fund® please refer to <http://www.firemansfund.com/servlet/dcms?c=business&rkey=437>

Federal tax deductions are now available for Green buildings

Most people know of the federal tax savings available for EnergyStar appliances. However, tax incentives are also available for businesses putting green buildings into operation. Incentives are as follows: "A tax deduction of up to \$1.80 per square foot is available to owners or designers of new or existing commercial buildings that save at least 50% of the heating and cooling energy of a building that meets ASHRAE Standard 90.1-2001. Partial deductions of up to \$.60 per square foot can be taken for measures affecting any one of three building systems: the building envelope, lighting, or heating and cooling systems."

For Federal Tax Deductions please refer to http://www.energystar.gov/index.cfm?c=products.pr_tax_credits#s8

Pivot3 Serverless Computing™ Will Help You Meet Your Energy Goals

Serverless Computing is an exciting new approach to server consolidation that eliminates physical servers, even when those servers are running I/O intensive and CPU-intensive applications.

The innovation is made possible by applying server virtualization software to Pivot3's X86-based storage architecture so that Pivot3 storage nodes provide both storage and compute resources for the applications.

An analysis of a datacenter deployment with 15 standalone servers and 192 TB of storage resulted in the following savings results:

CASE STUDY	Conventional Servers and Storage	Pivot3 Serverless Computing	Serverless Computing Savings	% Savings
Servers (@ 2U)	15	0		
Storage (@ 2U)	20	16		
Switches (@ 1U)	0	2		
Rack U Savings	70	34	36	51%

Power Watts	16,000	8,926		
Cooling Watts	8,000	4,463		
Total Watts Savings	24,000	13,389	10,611	44%

Annual Energy Cost	\$42,048	\$23,458		
Energy Cost for 3 Years	\$126,144	\$70,374		
Acquisition Cost	\$295,000	\$259,000		
Total 3-Year Cost Savings	\$421,144	\$329,374	\$91,770	22%

Note: Energy Costs are assumed at \$0.20/KWH

Don't settle for incremental savings – eliminate the servers!

Data centers represent a high fraction of many buildings' power demand and cooling load. Marginal improvements in today's infrastructure are not the answer to meet the power challenges ahead of us. With Pivot3 Serverless Computing, the reduction in physical servers leads to hard savings of power load, cooling needs, datacenter space requirements. This new infrastructure buildout option drives real reductions in both acquisition and operational costs.

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