

Case Study

Esslingen am Neckar

» The City of Esslingen has set itself the goal of reducing CO₂ emissions by 2020. The ESPRIMO P910 0-Watt PC from Fujitsu is helping us to fulfill this green strategy while also easing the pressure on our budget thanks to significant reductions in energy costs «

Matthias Franz, CIO IT Services, City of Esslingen am Neckar



The customer

Located just a few miles from Stuttgart, Esslingen am Neckar has roots going back more than 1,200 years. With 87,000 inhabitants, it is one of Germany's medium-sized cities. Its ambitious environmental policies have seen Esslingen make national headlines again and again and helped it to win first place in the 2010 'German climate protection capital' competition in the category for cities with between 20,000 and 100,000 residents. Esslingen had already received the Climate Star 2007, a European award for sustainable mobility and climate protection. So it's no surprise that the city council's IT philosophy is also particularly green.

The challenge

By 2020, Esslingen aims to reduce CO₂ emissions by 25% in the city. In 2007, an official council resolution turned this commitment to climate protection into a political maxim. *"This is a great opportunity for our IT services,"* explains Matthias Franz, CIO IT Services for the City of Esslingen am Neckar, *"because – for the first time – aspects such as constant data growth and increases in performance are being considered together with ecological factors."* The city therefore began looking for extremely energy-efficient IT devices for employees in local government, municipal services and schools.

The solution

Following extensive tests conducted as part of a Europe-wide tendering process, the city chose the ESPRIMO P910 0-Watt from Fujitsu as its standard PC. *"We have closely examined a great many computers here on site,"* emphasizes Matthias Franz. *"We even used an electricity meter to measure the energy consumed by the various models."* DATAGROUP, a Fujitsu SELECT Partner, has already delivered 300 of the ESPRIMO P910 0-Watt PCs. And the council is already seeing a sustainable effect.

THE CUSTOMER

Country: Germany
Industry sector: Local authority
Employees: 1,500
Website: www.esslingen.de



CHALLENGE

Modernize the company's infrastructure while reducing the carbon footprint of the City of Esslingen am Neckar.

APPROACH

ESPRIMO P910 0-Watt PCs from Fujitsu allow the city council to offer its employees – and Esslingen's schools – efficient and very economical desktop computers.

THE BENEFIT

- Reduced energy costs thanks to economical Fujitsu ESPRIMO P910 0-Watt PCs
- Fewer support costs due to the modern, homogeneous client infrastructure

The benefit

The IT department at the city council had already had good experiences in saving energy through consolidation and energy-efficient hardware. The recent virtualization and modernization of its data center resources led to annual energy cost savings of an estimated 30,000 Euros. *"This made us even more motivated to use a modern, green IT infrastructure,"* comments Matthias Franz. *"We have realized that the IT department can actively support the green policies of the City of Esslingen too."*

Particularly in municipal schools, the use of modern, green computer systems is a good opportunity both to standardize and to provide efficient, environmentally friendly PCs. The (often donated) second-hand computers previously found in many of the schools presented great problems for the IT department and the schools themselves due to the extremely inconsistent system landscape and sent the electricity bills through the roof. *"We can now use the new green strategy to move from these heterogeneous environments to standardized and economical Fujitsu ESPRIMO P910 0-Watt PCs,"* says the CIO with satisfaction. *"In this way, we will achieve annual savings that will certainly match those of the overall municipal infrastructure."*

The Fujitsu ESPRIMO P910 is a 0-Watt PC equipped with advanced power supply technology. This means that it requires no power from the network when in standby mode (ACPI S5), which will really add up over the year. Its set-up allows a time window to be defined in which the PC is 'available' for software updates to be performed remotely, retaining the advantage of administering the PC outside usage times.

The highly efficient power supply offers 94% efficiency and is therefore much more economical than conventional power supplies. And green IT is also reflected in the materials used. No PVC is used in the cables and the motherboard printed circuit contains no hazardous flame retardants.

PRODUCTS AND SERVICES

- Clients: 2,500 x Fujitsu ESPRIMO P910 0-Watt desktop PC in schools
- Clients: 1,000 x Fujitsu ESPRIMO P910 0-Watt desktop PCs in the council infrastructure
- Service: Support contract via DATAGROUP (Stuttgart), a Fujitsu SELECT Partner

When configured normally, the Fujitsu ESPRIMO P910 0-Watt PC requires a maximum of around 59 Watts, a value that can of course be further reduced if the machine is used sensibly. *"We achieve high energy savings through a combination of basic technology and software rules,"* continues Matthias Franz. *"And it might be possible to save a little more depending on how quickly the device is switched to hibernation mode or the screen is turned off. Intelligent tools can also tell whether you're using power-hungry CAD applications or simply working in Word, and can adjust the CPU power accordingly."*

Conclusion

In addition to energy savings, city employees benefit from the extremely low level of noise – around 22 dB(A) in idle mode – emitted by the new Fujitsu ESPRIMO PCs. *"This was another of our deciding factors that Fujitsu met in full,"* explains Matthias Franz. The project has more than paid off for the City of Esslingen am Neckar and its IT department, which sees itself as a municipal laboratory for innovation:

"User satisfaction is very high because the ESPRIMO P910 0-Watt PCs give out very little noise while offering high performance. But of course, the great potential for saving energy was the thing that truly convinced us. Here at the city council, we hope to save 60 Euros a year per PC. Once all 1,000 PCs have been delivered, plus the 2,500 (approx.) PCs designated for municipal schools, we will therefore make a considerable annual saving as well as going a long way towards reducing CO₂ emissions."

About Fujitsu

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