

CUSTOMER SUCCESS STORY

# Datotel minimizes power consumption and enhances competitive advantage with CA ecoMeter



**CUSTOMER PROFILE**

**Industry:** IT services

**Company:** Datotel

**URL:** [www.datotel.com](http://www.datotel.com)

**BUSINESS**

Datotel operates a 35,000 square foot datacenter in St Louis, Missouri, US. The company provides hundreds of customers with IT co-location services, managed services, virtualization and cloud computing resources.

**CHALLENGE**

To reduce its carbon footprint and bill customers correctly, Datotel needs visibility of how and where energy is consumed in its datacenter. With thousands of devices, collating this information was a major challenge.

**SOLUTION**

CA ecoMeter, part of CA's ecoSoftware suite, provides central visibility of energy consumption at a customer and device level. It provides real-time and historical data that enables Datotel to accurately bill clients and spot energy spikes.

**BENEFIT**

As well as helping to reduce its own costs and energy usage, CA ecoMeter enables Datotel to provide customers with advice on how to lower their carbon footprint. These factors help improve Datotel's competitive advantage.

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## Business

### High availability business solutions

Datotel's launch in 2004 was marked with the opening of an \$8 million IT co-location facility in St. Louis, Missouri in the US. This 35,000 square foot, Tier III datacenter provides companies with disaster recovery services, off-site data storage facilities as well as network redundancy and connection options.

Since its inception, Datotel has extended its services beyond co-location facilities to include proactive monitoring, managed services, virtualization and the provision of cloud computing resources.

The company is focused on providing all customers with a responsive service and unparalleled expertise while expanding its offerings and customer base.

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## Challenge

### Minimizing energy costs and carbon emissions

IT systems and datacenters are massive consumers of energy. Research conducted by the Uptime Institute in 2008 estimated that if datacenter power consumption continued to grow at the same level, 30 new coal-fired or nuclear power plants would be needed by 2015.

David Brown, President of Datotel, comments, "With the environment and carbon emissions increasingly in the spotlight, it is important for us to reduce our energy usage wherever possible and help our customers to do the same."

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“Our existing system for energy billing led to invoicing inaccuracies.”

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**David Brown**  
President, Datotel

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To achieve this goal, and accurately bill and advise its customers on their energy consumption, Datotel needs visibility of how power is being consumed throughout its datacenter. With the facility encompassing thousands of disparate devices, collating power consumption information was a considerable challenge.

Datotel's staff had to take individual readings from different systems and manually enter them into spreadsheets for the finance department to invoice customers for their power consumption. "Our

existing system for energy billing was not only time-consuming, but also led to invoicing inaccuracies which often had to be corrected at a later date,” comments Brown.

Datotel recognized that as it grew and took on an increasing number of customers and devices, it would need a centralized solution that offered greater granularity of its energy usage.

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## Solution

### **Centralized and integrated monitoring of power consumption**

To simplify monitoring and management of energy usage at its datacenter, Datotel decided to implement a component of CA's ecoSoftware suite, CA ecoMeter.

“CA ecoMeter offers better functionality and greater integration than other products on the market, which means it can interface with our existing systems and act as a central repository for power consumption data,” comments Brown.

Datotel implemented CA ecoMeter in summer 2009. The CA suite collects information on the power consumed by a variety of devices in Datotel's datacenter – from generators and UPS systems through to utility feeds and the end sockets in customer cabinets.

This data is displayed in real-time on dashboards that provide at-a-glance visibility of power consumption per customer. This visibility will be key for customers that need to comply with new environmental legislation, such as the UK's Carbon Reduction Commitment and the proposed climate change legislation in the US.

The CA suite also produces historical reports, which Datotel's finance department uses to provide customers with detailed and accurate energy bills.

### **Enhancing quality of service**

As well as improving the billing process, the CA suite enables Datotel to provide for the continuity of its co-location services. For example, Datotel's facilities managers and operational staff use data from CA ecoMeter to identify unusual spikes in energy usage that may signify faulty equipment.

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“CA ecoMeter acts as a central repository for power consumption data.”

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**David Brown**  
President, Datotel

CA ecoMeter provides automated alerts to such energy hotspots. As Brown explains, “With our legacy systems, we received hundreds of alarms each day, the majority of which were false positives. Thanks to the CA suite’s intelligent alerting system, we now receive far fewer false alarms, which minimizes the time staff spend investigating inconsequential glitches.”

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## Benefit

### **Reduced costs and enhanced competitive advantage**

As well as improving staff efficiency, greater visibility of its energy usage helps Datotel safeguard IT availability and customer service levels. “CA ecoMeter has changed the way we manage our datacenter,” comments Brown. “As well as helping us to minimize downtime, the data provided by the suite has eliminated time-consuming manual tasks.”

Since deploying CA ecoMeter, Datotel has made a number of interesting findings that will help it to reduce power consumption both for itself and its customers, as Brown explains, “Using the information from CA ecoMeter, we can advise customers on the most energy-efficient devices and computing models.”

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“CA ecoMeter has changed the way we manage our datacenter.”

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**David Brown**  
President, Datotel

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Such insights plus enhanced efficiency will enable Datotel to:

- Reduce its own energy usage and costs
- Increase accuracy of customer billing
- Advise customers on how to reduce their carbon footprint.

Brown concludes, “CA ecoMeter empowers us as a datacenter provider. We can not only reduce our own energy costs and consumption, but also help our customers achieve the same goal. This will enhance our competitive advantage and enable us to attract more customers.”

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