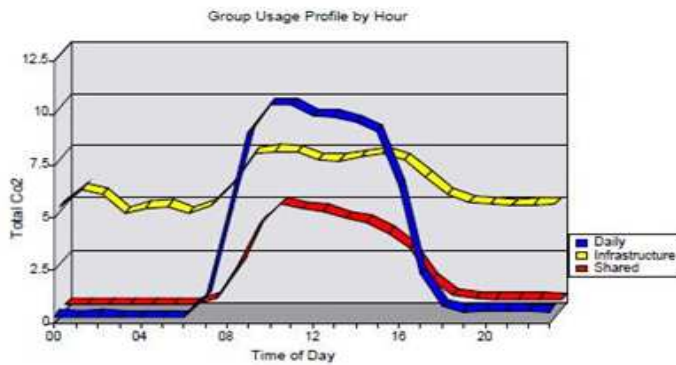


## IBM Case Study



Graph showing baseline energy usage for the IBM office

### Summary

- IBM chose to conduct a project over the course of 3½ months to evaluate how effectively a technology solution could increase staff engagement with energy saving policies, and reduce energy consumption in the workplace.
- One office, consisting of 45 desks and a work-group printer, was selected for the project, which was based around Enistic 5-way Smart Sockets and the Energy Manager system.
- Energy usage was **lowered by 20%**.

**Method** - the project was divided into three parts, in order to compare the office energy usage under different conditions. It took two people approximately 90 minutes to install and configure all the Enistic equipment. Entry and exit surveys were conducted, asking about employee attitudes towards the environment and their level of engagement with internal environmental programmes.

**1. Baseline Phase** - for the first six weeks, baseline measurements were recorded and office users were not informed about the project. At the end of the Baseline Phase, the scheme was announced and employees were asked to complete the entry survey.

**2. Guidance Phase** – office users were informed regularly about their energy usage and given guidance on actions they might take to reduce their energy consumption, but no automatic management was put in place. All users were given feedback about how the ongoing office power usage compared to the baseline figures.

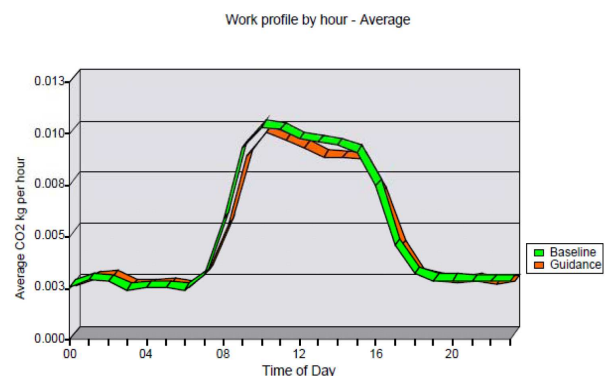
**3. Active Management Phase** - office users continued to receive feedback about energy usage, as in the Guidance Phase, and in addition the automatic management features of the Enistic Energy Management System were enabled. It was set to power

down most individual sockets at the weekends and out of normal office hours.

Finally, an exit survey was conducted.

### Results - Guidance Phase

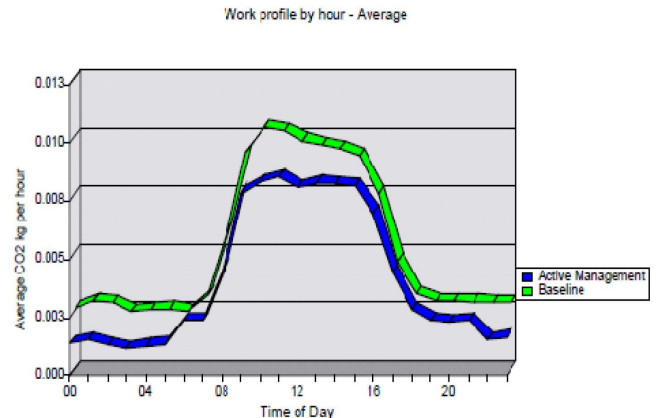
- The total energy saving during the guidance phase was 10% compared to the baseline – with the majority of that coming from reductions in out of hours energy usage.



- A selected sample group of users was also given access to individual reporting. This was shown to have a significant effect, with 5% higher savings for those receiving personal energy usage data than for those receiving general data.

### Results - Active Management Phase

- When compared to the baseline, the energy consumption rate dropped by 20%.
- Individual reporting continued to reinforce behavioural changes – those receiving personal reports achieved a 10% greater saving than other employees.



### Conclusions

**Change in attitude** – the entry survey showed a limited (<15%) engagement and involvement with internal programs to reduce workplace environmental impact. By the conclusion of the project, there was a dramatic rise (of 40%) in awareness and use of power management schemes. The majority of respondents to the exit survey also believed that personal power use did make some impact on IBM’s total footprint.

**Personal reporting** – it was clear that the employees who received individual energy reporting felt more ‘ownership’ throughout the project. The increased sense of personal responsibility led to this group saving 10% more, by the end of the project, than colleagues who were only made aware of the energy used by the office as a whole.

Using the Enistic system led to **energy savings of 20%** for IBM, but even greater savings could have been achieved had all office users been presented with personal energy usage data – something that is easily achievable by giving access to Enistic’s Energy Manager reporting system.

This case study was prepared in conjunction with Interior Control, one of our Platinum resellers - for more information, visit [www.interiorcontrol.co.uk](http://www.interiorcontrol.co.uk).