

## AN IDC MULTICLIENT STUDY

# The Energy Efficient Datacenter 2009

<b>OBJECTIVE</b>	This study will explore the role that energy efficient IT will play in the future datacenter and will measure the total market opportunity for energy efficient systems and datacenters. This study will also provide a synopsis of the market leaders and will provide a comparison of competitive initiatives. IDC will build upon its existing Green Datacenter and Power and Cooling MCS to take a more holistic view of the datacenter with regard to eco-responsibility.	
<b>VALUE FOR SUBSCRIBER</b>	Market sizing for Energy Efficient Datacenters, Customer perceptions for Green IT benefits, challenges and price premium Competitive analysis of vendor Green IT initiatives	
<b>METHODOLOGY</b>	Executive Interview Summary Report: Analysis of In-depth interviews with 10 IT Directors End-User Summary Report: Quantitative and qualitative analysis of 350 end-user surveys.	
<b>SUBSCRIBER PROFILE</b>	Server vendors, component suppliers, software vendors, and storage suppliers interested in Green IT opportunities	
<b>DELIVERABLES</b>	<b>Executive Interview Summary Report</b> <ul style="list-style-type: none"><li>• Analysis of In-depth interviews with 10 IT Directors</li></ul> <b>End-User Summary Report</b> <ul style="list-style-type: none"><li>• Quantitative and qualitative analysis of 350 end-user surveys</li></ul> <b>Datacenter Forecast and Analysis Report, 2009-2013</b> <ul style="list-style-type: none"><li>• Energy Efficient IT Spending for Server hardware, Also sizes the number of server shipments that are classed as "energy efficient".</li></ul> <b>End-User Data Summary Report</b> <ul style="list-style-type: none"><li>• End-User Data Summary Report: Presentation style report providing univariate and multivariate analysis of the 350 end-user surveys</li></ul>	
<b>PRICE</b>	\$45,000 – Primary Sponsorship \$50,000 – Secondary Sponsorship	
<b>PROJECT SCHEDULE</b>	Pre Sale Cut Off	February 28, 2009
	Project Start	March, 2009
	Results Available	July-Dec, 2009
<b>PROJECT TEAM</b>	<b>Michelle Bailey</b> , Research Vice President, Enterprise Platforms and Datacenter Trends,  <b>Matt Eastwood, Group VP</b> , Group Vice President, Enterprise Platforms  <b>Jed Scaramella</b> , Senior Research Analyst, Servers	
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