



Workshop on Creating Intelligent Networks
Energy Efficiency in Action



The Potential of Cloud Computing to Make Europe Energy Efficient

Ray Pinto

Senior Government Affairs Manager,
Microsoft Europe, Middle East and Africa



Enabling Technology for Europe 2020



The Enabling Technologies of a Low-Carbon Economy: A Focus on Cloud Computing



Enabling Technology for Europe 2020

Carbon Calculator

HOW TO?

1. CHOOSE A COUNTRY OR REGION
2. SELECT A SIZE OF ORGANISATION
3. SLIDE THE BAR TO SET WHAT PERCENTAGE OF ORGANISATIONS ADOPT CLOUD COMPUTING
4. SEE THE CARBON EMISSION THAT WOULD BE SAVED BY SUCH A SWITCH

SELECT A COUNTRY

CZ DE FR PL PT SE UK EU

SELECT AN ORGANIZATION SIZE

SMALL MEDIUM LARGE ALL

1-49 employees 50-250 employees >250 employees

SELECT THE ADOPTION PERCENTAGE

What percentage of organisations that currently use on-premise servers to deliver Email, Customer Relationship Management and Groupware to their employees will adopt Cloud Computing instead?

CLICK AND DRAG ON THE WHITE BAR

0% 80% 100%

IF 80% OF ALL ORGANISATIONS WITHIN EUROPEAN UNION (EU 27) THAT CURRENTLY USE ON-PREMISE SERVERS TO DELIVER EMAIL, CUSTOMER RELATIONSHIP MANAGEMENT AND GROUPWARE TO THEIR EMPLOYEES ADOPTED CLOUD COMPUTING INSTEAD, THE ESTIMATED SAVINGS WOULD BE:

CARBON EMISSIONS REDUCTION

5 054 385 TONNES
OF CARBON DIOXIDE EMISSIONS SAVED EVERY YEAR.
EQUIVALENT TO
1 974 369 
OFF THE ROAD EVERY YEAR.

FINANCIAL SAVINGS

\$ 2 819 327 072
IN REDUCED ENERGY EXPENSES EVERY YEAR.

DISCLAIMER 

SOUND OFF ON

 ENABLING TECHNOLOGY for Europe 2020 Supported by Microsoft

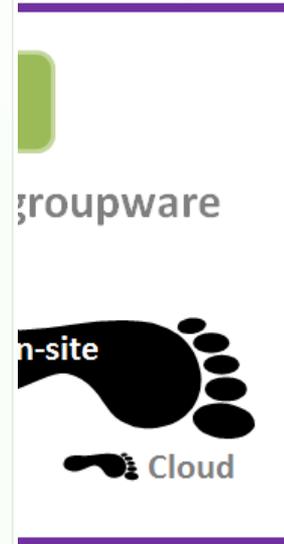
 THE PROCESS

 THE FINDINGS

 NEXT STEPS

 CARBON CALCULATOR

 COALITION PARTNERS



SMARTer 2020

GeSI SMARTer 2020: the Role of ICT in Driving a Sustainable Future



Total abatement potential of ICT-enabled solutions in 2020

Equals Gross energy and fuel savings in USD

% of global GHG emissions in 2020

Energy – Smart Buildings



Demonstrating how Information Technology can Cut Energy Use and Costs of Real Estate Portfolio



Fault detection and diagnosis



Alarm management



Energy management



The ability to continuously identify issues and optimize the performance of building equipment is expected to deliver annual **savings** of **more than one million dollars**.

Furthermore, as building engineers can analyse data collected over time and occupants become more **aware of individual energy use**, Microsoft hopes to **save several million dollars** by optimizing base load and by reducing plug load across its building portfolio.





Thank you!

Ray Pinto
Senior Government Affairs Manager,
Microsoft Europe, Middle East and Africa
+33.68.364.1478
rpinto@microsoft.com