

NC Solar Center and IBM are collaborating on "My Incentives" web tool to help data centers become more energy efficient

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The North Carolina Solar Center (NCSC) is collaborating with IBM to develop a customized web-based tool for data center facilities to evaluate potential projects by estimating incentives associated with energy payback, tax credits and other energy efficient measures. NCSC will provide IBM with technical and web support in order to accomplish IBM's goal to "use incentives to accelerate sales and improve the operating cost model" for data centers. The Incentive Finder tool will serve as one central website for details about energy efficiency incentives and programs for commercial facilities that are available from local utility companies, federal, state and local governments, and non-profit organizations. Financial incentives for energy efficiency may include a variety of tax incentives, rebates, grants, loans, bond programs and green building incentives.



Currently, data centers are estimated to consume more than 1.5 percent of all energy used in the United States, a figure that is expected to grow by as much as 12 percent annually through 2020. Since IT functions in a data center can use up to 30 times as much energy as a typical office building, many data center managers are looking to find ways to cut costs through a variety of energy efficiency measures. Incentive opportunities may serve to allow clients to become "green" while enjoying the benefit of reduced costs and mitigating corporate risk exposure.

The NCSC will leverage its Database of State Incentives for Renewables & Energy Efficiency (DSIRE) data, provide technical support, and will also host and maintain the "My Incentive Finder" webpage to assist IBM in accomplishing its goal. The specific program information presented by My Incentive Finder is provided by the DSIRE database and is intended to provide information on available incentives and make available the resources needed to develop a plan and provide solutions to improve efficiency.