

Case Study: Fujitsu

Maximising Energy Efficiency and Increasing Financial Return



Key Information

Client

Fujitsu is a leading multinational IT equipment and services company

Quick Facts

Client since: 2005
Geography: UK, Ireland, US

Services

Predictive Analytics, Transaction Management

“CBRE | Romonet’s support and technical expertise made a huge difference in building trust with the engineers and gaining acceptance for this new way of working.”

Simon Levey

Head of Data Centre Development, Fujitsu UK & Ireland



Contact Us

Zahl Limbuwala

Executive Director

zahl.limbuwala@cbre.com

+44 782 5166365

+1 415 690 6923

Background

Data centres are among the world’s fastest growing users of energy. In recent years, forward-thinking companies have committed substantial financial resources towards improving facility efficiency. This includes closely monitoring energy usage, optimising legacy technologies and investing in smarter analysis tools.

Fujitsu’s energy efficiency programme was quick to deliver positive results but the team realised that with an improved validation process they could reach their targets even faster.

Challenge

Simon Levey, Head of Data Centre Development, UK and Ireland at Fujitsu, and his team had three objectives: maximise available capacity, continually improve efficiency and deliver measurable business outcomes. To achieve this, they required a combination of advanced analytics and operational intelligence. This toolset had to show the current state of each facility and which areas or equipment needed to be optimised.

“Energy efficiency has been a major strategic objective for a long time, however we realised that to deliver further improvements would require a more analytical approach to performance management – in other words, which areas within a facility need changing, why, and what the effects of our choices would be. Also, as we were planning to replace some aging plant in an existing facility, which presented many energy efficiency challenges, it was crucial to have an analytics platform that would ensure smarter decision-making while guaranteeing the best possible financial return.”

Simon Levey

Head of Data Centre Development, Fujitsu UK & Ireland

Solution

CBRE | Romonet was retained and deployed its analytics platform in just 10 days. The team started with two UK facilities and focused on energy usage, improving capacity management and ensuring the accuracy of manufacturer claims. Fujitsu saw a return on its investment after two months.

For Simon, the benefits included:

An enhanced decision-making process. “Now we know exactly what technology to buy, can deliver greater efficiency from existing infrastructure, and quantify our return on investment. We do not have to rely on the manufacturer’s word that equipment is ‘high performance’. We can independently verify efficiency claims with complete accuracy as well as understand how certain equipment will work in our building with our other systems. This, of course, decreases the time we spend on purchasing decisions and research, and reduces the potential for human error.”

Large energy savings. “In just one of our sites, after using CBRE | Romonet, we were able to identify savings of over 9% of the site’s energy per year.”

Regular automated reporting. “We can quickly identify technical issues and solve them even faster. Granular data is easily accessible and the predictive elements provide us with intelligent suggestions for improving efficiency. These have made a huge difference to how we manage energy usage within the operation of our data centres. Before deploying CBRE | Romonet, we used Excel. Everyone knows that, although a great tool, Excel is labour intensive, uses manual processes and is prone to human error. With CBRE | Romonet we know with certainty that our results and reports are accurate. We can plan our next project with confidence.”

Everything is accountable. “With CBRE | Romonet managing the modelling and simulation automatically in the background, we spend less time on decisions, purchasing equipment and installing new technology. We basically receive a faster return on investment. In the extremely competitive sector we are in, these are significant competitive advantages.”

Next Steps

With two UK data centres operating efficiently, Fujitsu is now looking to use CBRE | Romonet for other sites across the UK and Europe, and is planning to build several other capital projects that will drive more energy efficiency within the whole organisation. **“From our initial experience and identified savings, we have plans to expand our use of CBRE | Romonet. This will ensure we always have the best possible systems and solutions in our data centres,”** concluded Simon.