

A CUSTOM APPROACH TO EFFICIENT DATA ENGINEERING



Potomac Edison recognizes that every data center requires a custom engineered approach to energy efficiency. That's why we work with you to brainstorm solutions and offer additional custom project incentives through our Custom Equipment and Custom Buildings Incentives Programs.

BENEFITS

Investing in reliable and efficient upgrades can reduce downtime and maintenance, prevent data loss, and, of course, have a huge impact on your bottom line. Together we will find a commercial retrofit and new construction approach for your data center's unique challenges, including prescriptive and custom measures. Potomac Edison offers custom project incentives up to 50 percent of the total project cost for retrofit projects, and up to 75 percent of the incremental cost for new construction or major renovation projects. Incentives are capped at \$1 million per project, per customer, per year.

FACTS & FIGURES

- Data centers currently account for \$7.4 billion in annual energy costs and 2 percent of total annual electric use in the U.S.*
- An average server typically operates at only 12–18 percent of its capacity, even while consuming 30–80 percent of its maximum power*
- One minute of downtime costs an average of \$7,900 and most downtimes last over an hour. So preventing just one incident could save more than \$690,000*

*Source: The Natural Resources Defense Council (NRDC)

HOW TO GET STARTED:

NEED A LITTLE HELP GETTING STARTED? CALL 855-801-5803 AND A TECHNICAL EXPERT WILL ASSESS YOUR FACILITY, PROVIDING ENERGY-EFFICIENT RECOMMENDATIONS.

1. Register and apply online at energysaveMD-business.com.
2. Pre-approval is required prior to purchase and install of the equipment.
3. Install approved equipment and submit final application with documents.
4. Complete the post-inspection from our program team to verify savings.
5. Receive your incentive within approximately 90 days of your completed submission.

Start saving today by visiting energysaveMD-business.com.
Questions? Contact us at 855-801-5803.

EmPOWER Maryland programs are funded by a charge on your energy bill. EmPOWER programs can help you reduce your energy consumption and save you money. To learn more about EmPOWER and how you can participate, go to energy.maryland.gov/Pages/Facts/empower.aspx.

By participating in energy efficiency and peak demand reduction programs, customers agree to allow their utility to retain ownership of all Capacity Rights which refers to the demand reduction associated with any energy efficiency or peak demand reduction measures for which incentives were provided by the Company.