

# Demand Response Success Story

## High-Tech Customer: 365 Main, Inc.



“365 Main is serious about our commitment to improving energy management in the data center, and the CPP program allows us to pursue that cause.”

Jean Paul Balajadia, 365 Main, Inc. Senior Vice President of Engineering



If your business is energy-intensive, your participation in Pacific Gas and Electric Company's Demand Response (DR) programs can save you money and help maintain the integrity of California's electrical grid. DR reduces the risk of service interruptions when our electricity resources are in high demand by helping you shift your most energy-intensive activities to off-peak demand periods. PG&E can help you implement the minimum requirements to reduce energy use and realize financial incentives.

### THE CHALLENGE

365 Main, Inc. operates a data center in San Francisco's Financial District. Since hundreds of hosting, telecommunications, and Fortune 1000 enterprises rely on the company to ensure mission-critical operations and business continuity, consistent energy supply is central to the company's success. According to the U.S. Environmental Protection Agency's (August 2007) Report to Congress on Server and Data Center Energy Efficiency, data centers consumed about 60 billion kilowatt-hours (kWh) in 2006, roughly 1.5% of total U.S. electricity consumption. The energy consumption of servers and data centers doubled in the past five years and is expected to almost double again in the next five years—to more than 100 billion kWh—costing about \$7.4 billion annually.

### THE SOLUTION

PG&E identifies single-building companies as candidates for the Critical Peak Pricing (CPP) Program. Participants are given financial incentives to reduce or shift their energy usage away from peak periods during CPP events, which typically occur between May 1 and October 31. PG&E notifies customers of the events, which are triggered by temperature or by extreme system conditions, by 12:00 noon on the prior weekday. Customers agree to pay higher than average electric rates during the events in exchange for reduced rates on all non-CPP event days.

### THE RESULTS

In 2007, 365 Main, Inc., participated in PG&E's CPP Program for the second consecutive year. The company saved \$51,000 in utility costs at its San Francisco data center by reducing power consumption during CPP events. This was the most money saved by any CPP-participating data center company in PG&E's coverage area. In total, 365 Main, Inc. saved 7,477 kWh during the CPP events in 2007, when the company was able to curtail power usage below its energy-consumption baseline.

“We are pleased to participate in PG&E's CPP program as one part of our overall energy management efforts and look forward to continuing our participation in 2008,” said Jean Paul Balajadia, 365 Main, Inc. Senior Vice President of Engineering.

365 Main Inc. didn't stop with the CPP program. PG&E coordinated several other incentive programs that yielded significant savings. In San Francisco, the company saved 14.7 kW and 137,433 kWh through Retrocommissioning Program projects including installing digital timers on equipment and storage room lighting and installing lighting occupancy sensors. These efforts reduced carbon dioxide emissions by an estimated 72,020 lbs. per year, the equivalent of not burning 3,712 gallons of gasoline per year.

### What Can You Do?

Contact your PG&E representative or call our **Business Customer Service Center** now at **1-800-468-4743**. We will help you determine what Demand Response programs are right for you and how they can complement other programs in your Integrated Energy Management portfolio. Complete details on these no-cost programs are available from your PG&E representative and our website: [www.pge.com/DemandResponse](http://www.pge.com/DemandResponse).

