



ENERGY STAR Overview and Relationship to SNIA

June 15, 2014

U.S. Environmental Protection Agency

ENERGY STAR Overview



- Federal government product and building labeling program
 - Established in 1992
 - EPA and DOE
 - Voluntary participation by private sector
 - Federal agencies required to buy ENERGY STAR products
- Label awarded for superior energy efficiency.
- Also promotes better practices.
 - Power management
 - Efficiency of buildings
- Save money, reduce greenhouse gases and protect environment, add value to products.
- Influential brand recognized by over 85% of Americans

ENERGY STAR Programs



- Products
- Commercial & Industrial Buildings
- ENERGY STAR Homes
- Low Carbon IT Initiative
- “Top 12” Data Center Efficiency Strategies
- ENERGY STAR Utilities
- Retailer outreach

What does the ENERGY STAR Label Mean?



- A labeled product is:
 - More energy efficient than a conventional one
 - Cost effective
 - Payback in energy saved
 - Capable of delivering same or better performance compared to non-labeled products.
 - Better for the climate.

Benefits of the ENERGY STAR Label



- Guarantees energy efficiency with same or better performance
- Standard test procedures applied to all products
 - Apples to apples comparison
 - UPS: IEC 62040-3, ATIS-0600015
 - Storage: SNIA Emerald™ Specification
 - Servers: SPEC Server Efficiency Rating Tool (SERT)
- Detailed, publicly available data
 - Ex: UPS products provide efficiency at 25, 50, 75, 100% load points
 - Soon to be available in XML, other machine readable formats
- Unbiased, 3rd party source for energy efficiency information.

EPA and SNIA



- Collaboration over last 5 – 6 years
- SNIA developed Emerald™ Specification
 - Test procedure adopted by EPA for ENERGY STAR Storage v1.0
 - Planned to continue for future Storage revisions

EPA and SNIA



- Current ENERGY STAR Storage specification result of years of discussions between EPA and SNIA
 - How to use Emerald Specification in ENERGY STAR
- SNIA and its members have provided major contributions to the development of this specification.
 - Feedback on drafts, hosting face-to-face talks, system test data, conference calls, training, and more.
- EPA looks forward to continuing to work with SNIA.

References and Resources



- Certification Body Resources (including application form): www.energystar.gov/CBresources
- ENERGY STAR Data Center Storage specification revision:
 - www.energystar.gov/NewSpecs
 - Select “Data Center Storage”

Questions?

Please send any questions to:
storage@energystar.gov

Thank You!



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