

Mass Save® Energy Efficiency Case Study

The Markley Group Data Center

PROJECT SUMMARY

Looking to increase power density and reduce data center operating costs at their Boston facility, the Markley Group sought the help of the Mass Save program. The Markley Group leases mission critical digital storage space, and in the data center industry it's a necessity to have the best technology to attract and retain customers.

The Markley Group's electric utility—a Sponsor of Mass Save—worked conjointly with approved installation contractors to analyze and evaluate the modular row-based cooling to ensure the design would be a cost-effective upgrade that generated energy savings. The utility then covered 75% of the additional cost to use the new energy-efficient technologies. The new data centers are now more cost-effective with less CO₂ and NO_x emissions, and the Markley Group benefits from the new cooling system and reduced operating costs which get passed on to their customers. It's a win-win situation.

"The Mass Save program was very user-friendly and helped us through the whole process. Our local utility supported us financially and we couldn't have completed this project without their help."

- **Donald Esson,**

*The Markley Group
Chief Infrastructure Manager*

Solution: Installation of new, more efficient cooling equipment to increase power density and reduce operating costs of data center.

- Total Project Cost \$405,305
- Mass Save Sponsor Incentive \$183,358
- The Markley Group Contribution \$221,947
- Annual Energy Savings 1,833,575 kWh
- Annual Cost Savings \$307,671
- Simple Payback Period 8 months



By placing the cooling directly where it is needed, (washing the face of the servers) and recirculating the discharge heat before it mixes with the remaining space, the Markley Group gets optimal efficiencies.



About the Markley Group

The Markley Group owns and operates the largest data center and telecom facility in Boston and the New England region. It specializes in the development and operation of mission critical facilities and has developed thirteen data center and telecom buildings throughout Europe and North America, with the group's flagship facility in Boston.

Mass Save® as a Strategic Partner

The Mass Save program offers technical assistance and financial incentives to customers who design energy efficiency into new construction or renovated commercial facilities. The Markley Group worked closely with their local utility to develop a long-term plan to increase its energy efficiency. Through the Mass Save program, the utility then committed \$183,358 in energy-saving incentives for this project which is 75% of the additional cost of using the new energy-efficient technology.

Whether you are building a new manufacturing facility, upgrading old, inefficient equipment or manage a property in need of energy improvements, the Mass Save program will help you identify cost-effective energy efficiency improvements, provide technical assistance, and offer financial incentives in addition to interest-free loans to help kick-start your company's next big project. To learn about these and other commercial and industrial energy efficiency programs available, visit MassSave.com/Business or join the **Mass Save group on LinkedIn**.

About Mass Save

Mass Save is an initiative sponsored by Massachusetts' gas and electric utilities and energy efficiency service provider, including Berkshire Gas, Cape Light Compact, Columbia Gas of Massachusetts, National Grid, New England Gas Company, NSTAR, Unitil, and Western Massachusetts Electric Company. The Sponsors of Mass Save work closely with the Massachusetts Department of Energy Resources to provide a wide range of services, incentives, trainings, and information promoting energy efficiency that help residents and businesses manage energy use and related costs.

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