



The server that made an entire university smarter.

In some organizations, up to 30% of servers aren't utilized at all—they simply waste energy and money. This problem is compounded by rising IT energy consumption—expected to double in the next five years. For midsize businesses, scrapping their infrastructure and starting over just isn't an option. On a smarter planet, we can do more with less by optimizing the servers that a business already owns.

Take Bryant University, for example. Their tech-friendly student body was taxing their infrastructure, and demand for computing power was continuing to rise. But without full visibility of energy consumption, Bryant had no way to identify underutilized servers. They saw an opportunity to improve their efficiency without compromising power, and worked with IBM and APC, an IBM Business Partner, to get it done. Using virtualized servers and energy management software, Bryant's staff could easily identify inefficiencies and manage workloads—all from one single screen. IBM and APC, an IBM Business Partner, to get it done. Using virtualized servers and energy management software, Bryant's staff could easily identify inefficiencies and manage workloads—all from one single screen. This solution allowed Bryant to cut the number of servers they needed from 75 to 40 and their energy consumption by 15%. To see more evidence of smarter midsize businesses, go to ibm.com/engines/university. Let's build a smarter planet.

Midsized businesses are the engines of a smarter planet.

