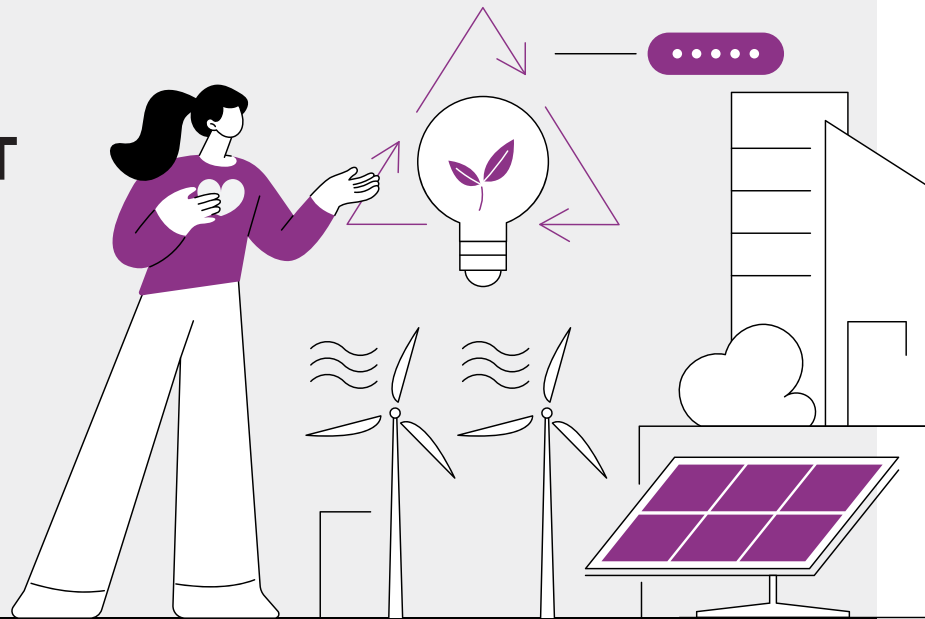


Minimize your power bills with a modern and power-efficient IT infrastructure



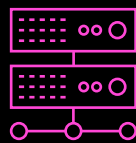
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How can companies keep their IT infrastructure operating costs to a minimum?



The cost of power in some European markets more than doubled in 2022.



22% of servers in active use in Europe are more than five years old.



Server CPUs have doubled in performance per watt over the past five years.



More efficient hardware with improved performance per watt



Integrated support for automation



Workload consolidation for increased utilization

Proactive modernization to improve performance per watt is seen as the number 1 way to make IT infrastructure more efficient.

Source: IDC European Infrastructure Survey, July 2022 (n = 928); IDC European Custom Survey, April 2022 (n = 241)

Power costs are taking a bigger chunk of the IT budget

Many companies have routinely extended the operational life of their servers to save additional capital spending on compute capacity, but with little thought as to what it costs to power and cool these servers.

The cost of power in 2022 has dramatically increased. Running old and inefficient servers is becoming cost prohibitive and is taking a significant proportion of overall IT infrastructure operating expenses (opex).

This increase in power-related costs eats into the profitability of datacenter operations and presents a tough choice for many companies:

- Keep going on the same path and pay over the odds for the performance on offer
- Proactively replace the worst performers per watt in your IT infrastructure by replacing them with new generations of ultra-efficient and ultra-scalable servers

To find out more about improving your IT infrastructure efficiency, download the IDC Spotlight: <https://www.amd.com/en/campaigns/epyc-energy-efficiency>

Getting the best return on modern infrastructure with intelligent workload management

Modernizing the IT infrastructure is great at delivering efficient performance, but on its own delivers only a fraction of the achievable benefits.

Running applications across a mix of 100 old and new servers at low utilization results in a lot of additional power consumption for no additional performance benefit, resulting in expensive power being wasted.

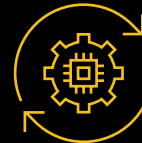
By using automation and AIOps to intelligently manage workloads, these workloads could be consolidated to run on the top 25% most modern and power efficient servers running at high utilization — while the least efficient portion of the server estate can be powered down until needed if demand rises.



How can companies keep their IT infrastructure operating costs to a minimum?



Only a third of European companies use automation or AIOps extensively.



Just a quarter of European companies view improving automation and orchestration as a key priority.

Source: IDC European Infrastructure Survey, July 2022 (n = 928)

Key recommendations for leaders:

- Audit your infrastructure energy efficiency and carbon footprint
- Proactively replace older equipment with the worst performance per watt with modern, highly efficient servers and storage
- Consider migrating power-hungry workloads to colocation facilities or the public cloud
- Improve your datacenter facilities with new and more efficient approaches to cooling
- Deploy automation and AIOps across your datacenter facilities, IT infrastructure, and workload estate
- Diversify your power supply, including renewables or low-carbon energy suppliers

To find out how you could tame your power bills, visit:
<https://www.amd.com/en/processors/epyc-tools>
<https://www.amd.com/en/campaigns/epyc-energy-efficiency>