Data Center Offering New Buildings

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Why Oregon?

- Site selection criteria
- Business climate
- Reliability
- Cost of power
- Tax structure

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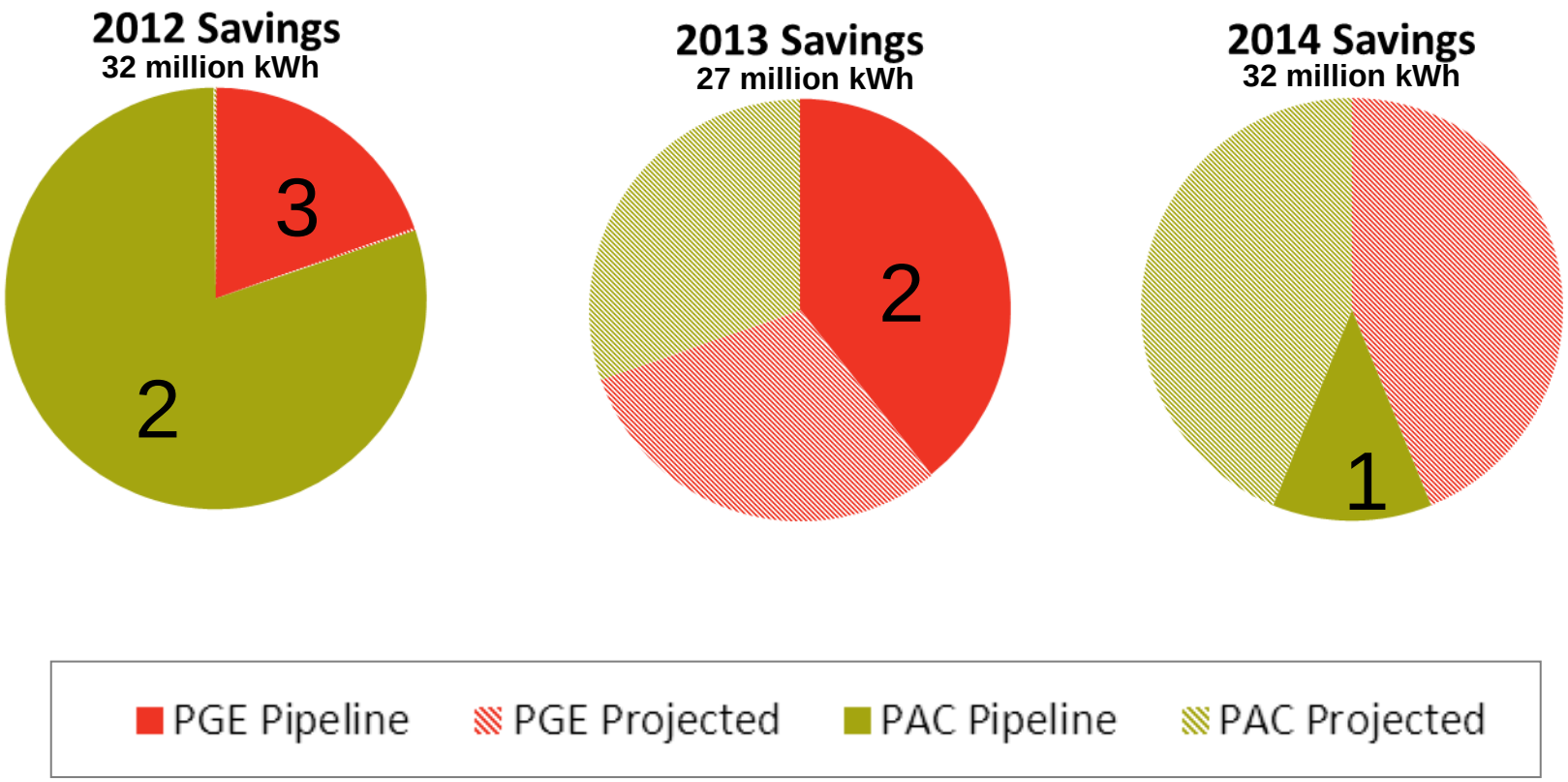
Annual Savings Characterization



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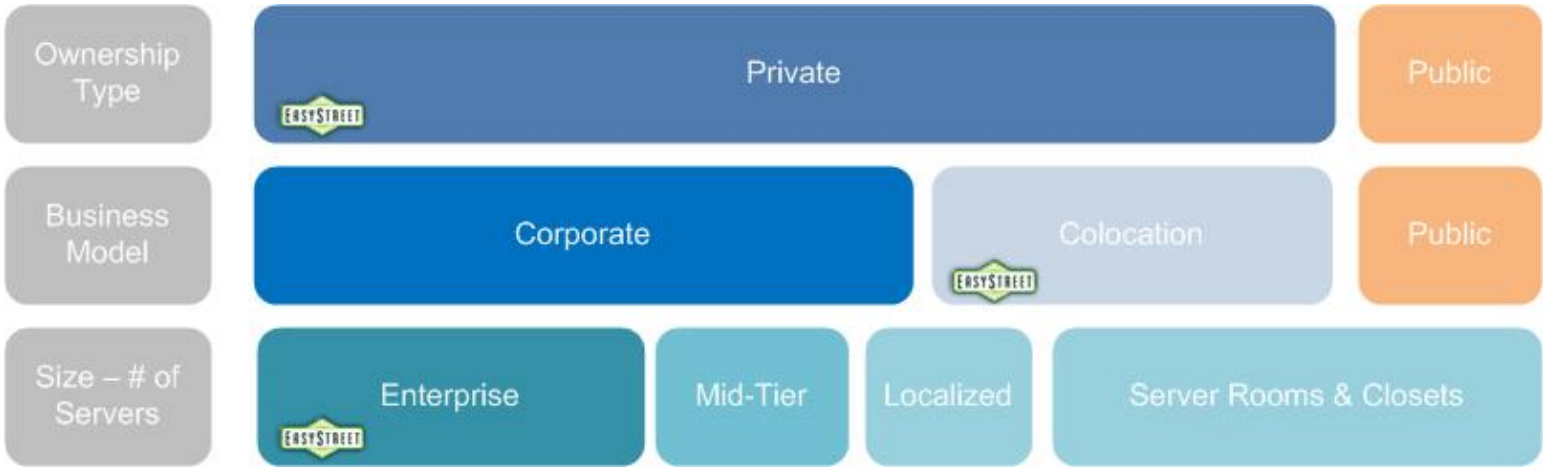
Who’s showing up?



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Another view – load and size

Type	Operation	Load	Servers
Enterprise	Internet	10-250 MW	500+
Mid-tier	Facility	.5-10 MW	190+
Localized	Hospital	10-500 kW	30+
Server room	<400 person company	5-10 kW	3
Server closet	Small business	<10 kW	2

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Primary Motivations

- Maintain server uptime (reliability, redundancy)
- Protect and secure data
- Maintain mission critical ops
- Compliance with Federal mandates
- Customer service and contract requirements

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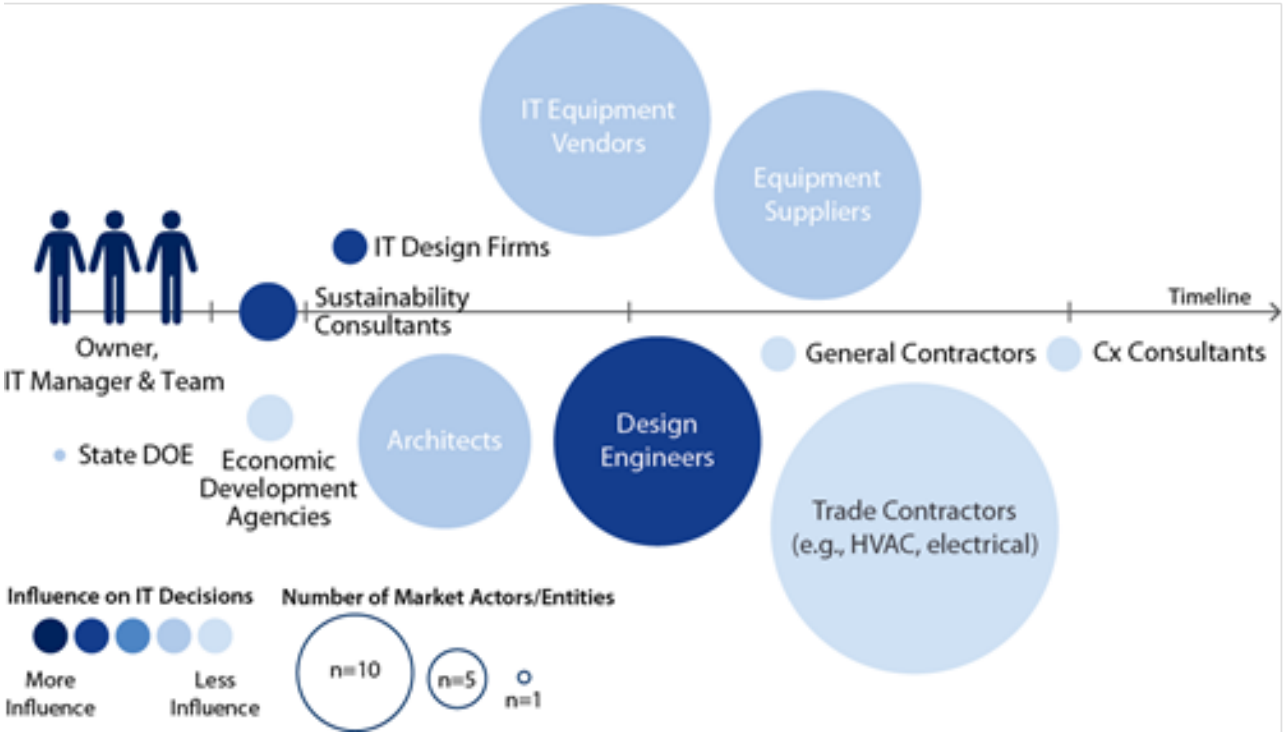
Program Positioning

Building Influence



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Building Influence

- Defined prescriptive measures
- Influence highly innovative projects
- Encourage analysts to complete full analysis
- Standard baseline approaches
- Replace tiered incentive with higher incentive/kWh adequately

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New Offer…

Key Features

- IT Advisor
- Semi-prescriptive incentives
- Increased Energy Modeling incentives
- Innovative path

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Data Center Offering Paths & Incentives

Offer	Efficient Path	Innovative Path
Early Design	$0 - $10,000	$0 - $15,000
Energy Modeling	$50,000 cap	$100,000 cap
Modeled Savings	$0.20/kWh	$0.30/kWh
Project Cap	$499,999	$499,999

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Data Center Offering Cost per kWh

Year	Savings at $0.15 - $0.20	Savings at $0.00
2012	8,063,820	24,288,394
2013	13,318,529	13,516,775
2014	19,291,922	13,371,212

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Thank you