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In addition to the shift in the market toward new low-energy server designs, our current server technology is becoming inefficient and ruining our image of sustainability. Our servers cost the company a fortune in energy usage, decrease our revenue, and cannot keep up with the influx of data we are receiving. By implementing the extreme low-energy server technology (ELE), the company will see an increase in revenue as well as reduced costs and energy usage, thus giving the company an enhanced reputation of sustainable technology.

The design of ELEs is a cluster which contains a multitude of smaller, efficient processor cores. This basically means ELEs can do more processes while taking up less space and using less energy than traditional servers. Traditional servers use a lot of space when processing data, which limits the amount of data that the server can process in a period of time. According to HP, “The volume of data processed…has increased exponentially, and traditional scale-up or scale-out architectures are struggling to keep up with demand without vastly increasing cost and power usage” (HP). ELE’s are the solution for this business dilemma.

Although the price of investment is currently unknown, investing in the ELE technology can only be beneficial to the company in comparison to our current performance. According to HP, “Data center efficiencies are expected to reach new heights for select workloads and applications, consuming up to 89 percent less energy and 94 percent less space, while reducing overall costs up to 63 percent compared to traditional server systems.” (HP) If we transition to the ELE technology not only will the company see a decrease in energy consumption, but the company will also have a lot more freed up space which leads to an increase in revenue for the company because more processes can be performed.

Works Cited

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