

Dell HQ Campus Goes Green

Dell Demonstrates Corporate Social Responsibility

The desire to “go green” has become a key aspect of many leading business’s strategy. While numerous companies have started implementing plans to decrease energy usage, not many have taken it as far as Dell.

Managing resources can be a difficult task for any Fortune 500 company, and launching a company-wide sustainability initiative definitely adds to the complexity. Despite the challenges, Dell recognized the environmental and operational benefits of becoming an eco-friendly company and made a commitment to neutralize the carbon impact of its worldwide operations, a significant extension of its global climate policy and environmental stewardship.

To attempt a project of this size, it is essential to have all of the energy usage data available and easy to report on. “That is why we were happy to have been working with ENGIE Insight. They had the proper tools and expertise to help us achieve our goals,” said Jeff Krech, Global Facilities Sustainability Program Manager of Dell.

As a client of ENGIE Insight, Dell has access to a database of all its utility billing information. ENGIE Insight reviews each bill, looking for and resolving errors, then loads the data into a web-based reporting tool. Through this tool, Dell was able to identify high-usage sites and make operational adjustments that led to a ten percent reduction in energy costs in the first year of working with ENGIE Insight. Additionally, ENGIE Insight’s energy supply team was able to assist Dell in evaluating alternative product offerings and sources, helping to validate the financial impacts of each.

“The greatest part about ENGIE Insight is how they are patient in teaching and listening to their clients. They listened to us, analyzed our situation and helped us make the best decision for our company’s particular needs,” said Krech. “ENGIE Insight recognizes that there isn’t one single answer for every situation. Their solutions for our challenges are always uniquely tailored to meet our needs.”

To help meet its carbon-neutral commitment, Dell offset their energy consumption as directly as possible through efficiency improvements and prudent purchasing of green power. As part of that strategy, the company proposed a green power plan to source the energy needed to run its Round Rock, Texas headquarters from a combination of sources – about 40 percent from a new Austin landfill gas power plant and the balance from existing Texas wind farms.



At a Glance

Results:

In one year, Dell **saved 10 percent** on their energy costs.

Dell purchases green energy from **landfill gas and wind-generated** power plants.

100 percent of Dell's HQ campus energy usage is provided by **certified green** power sources.

“We are continually impressed with Dell’s unwavering commitment to finding innovative ways to achieve their goals.”

Commodity Services Director,
ENGIE Insight



CASE STUDY

In late 2007, ENGIE Insight helped effectively guide Dell through the unique challenges this strategy provided. “ENGIE Insight proved to be a strong advocate for Dell in driving the completion of the complex negotiations needed to make this happen,” said Krech.

Corporations like Dell are blazing the path for other companies to follow. While it is no easy task, they are working towards their goal, setting benchmarks and measuring progress along the way. By doing this, Dell is able to answer to the ever-growing demand from consumers for corporate environmental stewardship. Michael Dell, Dell’s chairman and CEO, has gone so far as to challenge every IT company to work with their suppliers and partners in integrating green power into their operations.

“We are continually impressed with Dell’s unwavering commitment and willingness to learn and understand the innovative alternatives that can help them to achieve their goals,” said John Battista, Commodity Services Director of ENGIE Insight, “When Dell approached us, we immediately recognized their high level of dedication and determination to become a green company. We are proud to partner with them in support of their energy management initiatives.”

Understanding and benchmarking your current energy profile is necessary to develop and achieve the desired results in any corporate energy management strategy. Dell has set a high corporate green standard for other companies to follow. Dell took on the big task of diversifying its power supply to reduce its carbon emissions and it is a continual payoff— not only in cost savings, but also in creating a clean energy future.



See More

Gain broad visibility and precise insight into inefficiencies, with truth in data. We work with our clients to analyze resource use, target risks and inefficiencies with pinpoint accuracy, and model and measure past, real-time and future impacts.



Save More

Lower expenses and increase return on capital investments, with truth in results. Make better use of your capital, equipment, facilities and people by managing demand and lowering costs across more categories. Fund and extend efficiency programs to more sites and clients.



Sustain More

Build lasting advantages for the bottom line and environment, with truth in partnership. Change behavior among employees, clients and communities to manage and reduce carbon footprints. In turn, build a positive brand reputation, political capital and business value.

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