

Austrian Food Store Chain Reduces IT Energy Costs



MPREIS uses Cisco EnergyWise Management to gain insight into energy consumption.

EXECUTIVE SUMMARY

Customer Name: MPREIS

Industry: Retail supermarket chain in Austria with 219 markets and 5364 employees

Location: Headquartered in Völs near Innsbruck, Austria

BUSINESS CHALLENGE

- Reduce energy costs by gaining better understanding of energy consumption of PC, servers, switches, IP phones, and printers

NETWORK SOLUTION

- Deployed Cisco EnergyWise Management for Distributed Office

BUSINESS RESULTS

- Company has new tool to help implement unique environmental strategy as part of sustainable business model
- Energy usage information gathered from Cisco EnergyWise Management has helped determine company's IT carbon footprint and has been used for corporate social responsibility reporting
- MPREIS will expand Cisco EnergyWise Management to all divisions, including markets and café bistros

Business Challenge

Retail stores use a lot of power-hungry equipment, including refrigerators, lighting, and heating appliances. Energy-intensive systems are essential but also very costly. This has a direct effect on profitability, with elevated costs due in part to energy expenses.

The results of a 2012 EHI Energy Management study indicate that retail companies in the German-speaking countries of Europe have recognized the importance of energy and are establishing energy departments to handle this issue. Many of the surveyed companies anticipate increases of 11.4 percent in their energy costs, according to the EHI Retail Institute report "Energy Management in Retail 2012 - Data, Facts, Background from Empirical Research." The industry is increasingly focused on finding ways to reduce energy costs, find opportunities for savings, and support their sustainability efforts.

One company that actively pursues energy management is the Austrian food store chain MPREIS. With 220 supermarkets, 160 café bistros, a bakery, and a meat-processing operation, this family-run company is the second-largest private employer in the Tyrol region of Austria. MPREIS offers approximately 8000 food items on average, including more than 600 organic products. These items are

stored in refrigerated compartments and kept well illuminated in the store. The store floors are not the only parts of the company that contain energy-intensive devices. The IT infrastructure that manages operational processes behind the scenes also consumes a great deal of power.

MPREIS has been committed for several years to sustainability in its product range and energy-efficient operational processes. Its IT department began working on a sustainable concept for saving money and conserving energy. Many systems in the IT department run day and night without interruption. But this situation had been called into question, because it contains clear opportunities for savings. The goal was to collect detailed data on energy consumption to gain an initial impression of how individual devices were using energy.

Network Solution

MPREIS wanted a solution that would capture the energy consumption of each IT system and device and clearly depict their consumption patterns, allowing the company to pursue its goals within the realm of corporate IT. Another major requirement for the solution was the capability to keep up with the rapidly changing hardware and software environment at a midsize corporation.

In their search for a suitable solution, the managers at MPREIS selected the Cisco EnergyWise™ Management solution. MPREIS favored Cisco® EnergyWise Management over competitors due to its ease of installation and use. They also liked the fact that Cisco EnergyWise Management was highly scalable. The fact that the solution helped lower energy costs was an additional and valuable benefit.

Cisco EnergyWise Management measures system utilization and power consumption without the need to install hardware or software on the end devices. It provides graphical depictions of power consumption and makes it possible to automatically power network hardware on and off according to specific rules. The only requirement is the ability to identify specific individual components with their IP address. Furthermore, the solution works without agents so software does not need to be installed on the hardware being measured.

Cisco EnergyWise Management software also provides new control options and the system generates energy consumption data for the many individual devices. As a result, the company has gained a new tool to help implement a unique environmental strategy as part of its sustainable business model.

Business Results

To gain an overview of how its hardware was consuming energy, MPREIS implemented Cisco EnergyWise Management for use with the IP devices at the company headquarters. As a result, the energy consumption of servers, printers, PCs, switches, and IP phones was monitored and analyzed. The company gained important data about actual consumption, insights into capacity utilization and savings opportunities, and information that will help determine the company's IT carbon footprint within the framework of corporate social responsibility reporting. Consumption data can be reviewed based on date, time, location, device, business unit, and other factors.

More extensive deployment is planned. MPREIS has plans to expand Cisco EnergyWise Management to all divisions within the business as well as to the markets and café bistros. Cisco EnergyWise Management can thus provide additional improvements in capacity utilization and reduced idle time.

The food industry as a whole is committed to active energy management. Like MPREIS, the entire retail side of the business has recognized that effective implementation of a sustainability strategy depends on steps to reduce energy consumption. As IT departments in the industry have grown to be very large, they must be included as well.

The IT department at MPREIS is sold on the benefits of the Cisco solution. Its ease-of-use, flexible control options, and an extensive set of analysis tools provide relevant information about energy consumption within the IT department. More than 90 percent of devices at corporate headquarters were integrated with Cisco EnergyWise Management within two days, and the ease of use and lack of maintenance are perceived very positively by the employees.

For More Information

For more information on Cisco EnergyWise Management, contact ask-energywise@cisco.com.



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