



**Ways
to
Save**

For Your Business

Custom Incentives for Data Centers

Get control of your data center costs.

Data centers consume vast amounts of energy. As companies face more demand for storage space and processing speeds, it is anticipated that the energy consumed by data centers will double in the next five years. Indianapolis Power & Light Company's (IPL) Custom Incentives Program helps customers reduce their data center's energy use when they make efficient infrastructure and equipment improvements. IPL's energy efficiency incentives offer simple solutions to minimize this investment.

DATA CENTER ENERGY USE

Half of the energy consumed by a data center is used to cool the equipment. Typically, customers who engage in incentive programs for data centers have found ways to reduce their energy consumption significantly. IPL's Custom Incentives Program helps to offset the financial investment for these types of projects.



Energy Saving Opportunities

- Energy-efficient servers
- Virtualization/consolidation
- Airflow improvements
- Economizers
- Humidification
- In-row cooling
- Chillers
- Fans

Efficient data center benefits

- Program incentives reduce payback periods
- Significant reduction in energy use and operating costs
- Improved maintenance and equipment lifespans
- Added capacity in floor space
- Enhanced system performance through optimized air distribution
- Greater reliability in cooling system operations


Financial incentives

- IPL's Custom Incentives Program pays \$0.08 per kWh based on the first year of energy savings.
- Incentives are capped at 50 percent of the total project cost, up to \$100,000 per project.

Interested in a no-cost energy assessment? Call our Business Rebate Line at 1.888.982.7071 to learn more and schedule an appointment.

Supporting Documents Required

1. General information
 - Facility type, operating hours, sq. ft.
 - 12 months of electric utility data
 2. Summary of current equipment
 3. Summary of measures you plan to implement
 4. Supporting energy savings calculation for each measure
 5. Detailed proposed project costs
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 **THE END RESULT:** Improved energy performance, rapid energy savings and reduced operating costs

APPLYING IS EASY

TALK

Work with a program representative to see if you qualify. Call our Business Rebate Line at **1.888.982.7071**.

EXPLORE

Identify which energy-efficient upgrades are available to reduce energy consumption.

PRE-APPROVAL APPLICATION

Complete and submit the Custom Pre-Approval Application and submit along with supporting documentation.

RECEIVE LETTER OF INTENT

You will receive a Letter of Intent (LOI) both authorizing you to move forward and informing you of the incentive amount reserved for your project.

SUBMIT LOI AND COMPLETE PROJECT

Sign and return the LOI. You then have 90 days to complete the project.

A one-time extension may be granted.

SUBMIT FINAL APPLICATION

Once the project is complete, submit the Custom Final Application with supporting documentation.

ENJOY

IPL issues rebate check to you!

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