



Eric Poincenot Energy & Analytics Engineer, EMEA

eric.poincenot@northshore.io

Who am I?



- Born and raised in California
- Mechanical Engineering at UCLA
- Building energy engineering industry since 2017
- Energy & Analytics Engineer at Northshore

Agenda

1. Introduction
2. Northshore Approach
3. Case Study
4. Q&A



Section 1: Introduction



Who is Northshore?



- Created in 2018 by two data center veterans
- Team of global consulting engineers
- Provide energy & analytics solutions to data center owners and operators

The Energy of the Internet

- Data centers account for **3.7% of global carbon emissions as of 2018**¹
- Global cloud storage market size is **projected to grow** from USD \$50.1 billion in 2020 to USD \$137.3 billion by 2025².
- France has targeted **net zero emissions by 2050** in the 2019 Energy & Climate Act³

¹ [Lean-ICT-Report The-Shift-Project 2019.pdf \(theshiftproject.org\)](#)

² [Cloud Storage Market Size, Share and Global Market Forecast to 2025 | COVID-19 Impact Analysis | MarketsandMarkets](#)

³ [LOI n° 2019-1147 du 8 novembre 2019 relative à l'énergie et au climat \(1\)](#)



MISSION

We are on a mission to make the internet more efficient.



TOGETHER

We increase the profitability of our customer's infrastructure with more energy efficient designs and operations.

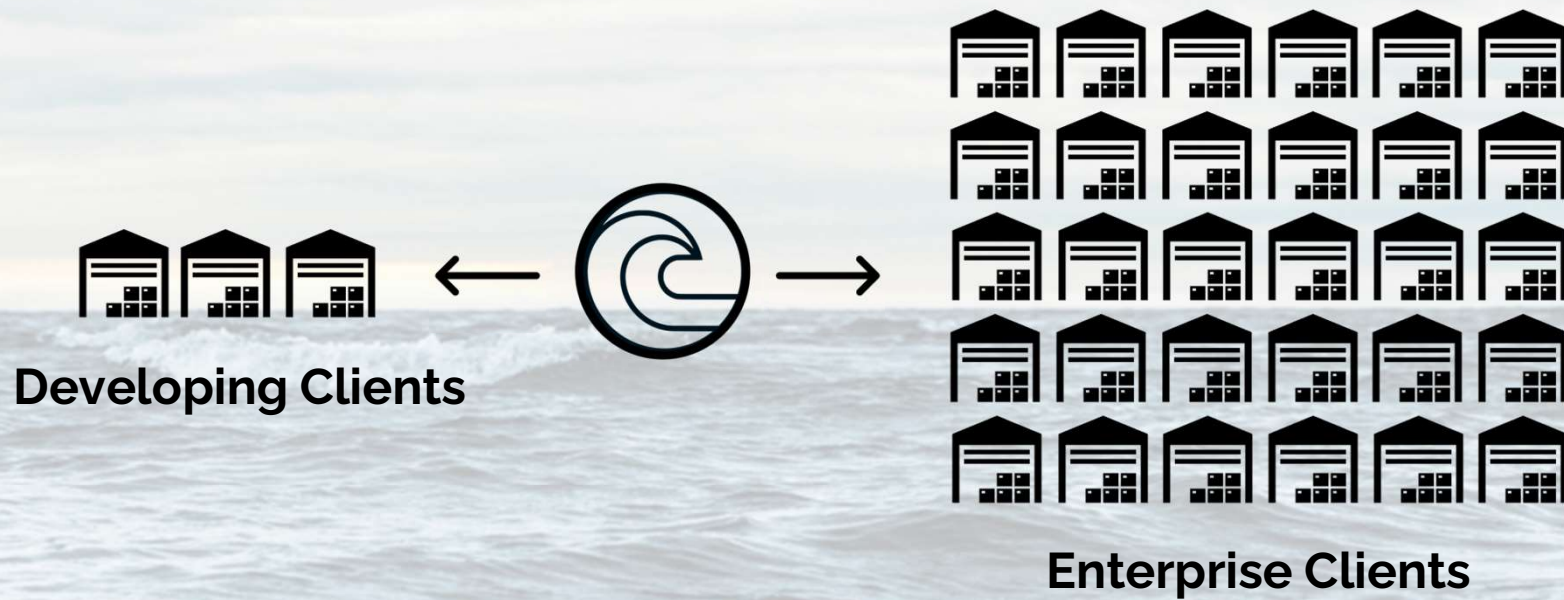


Section 2:

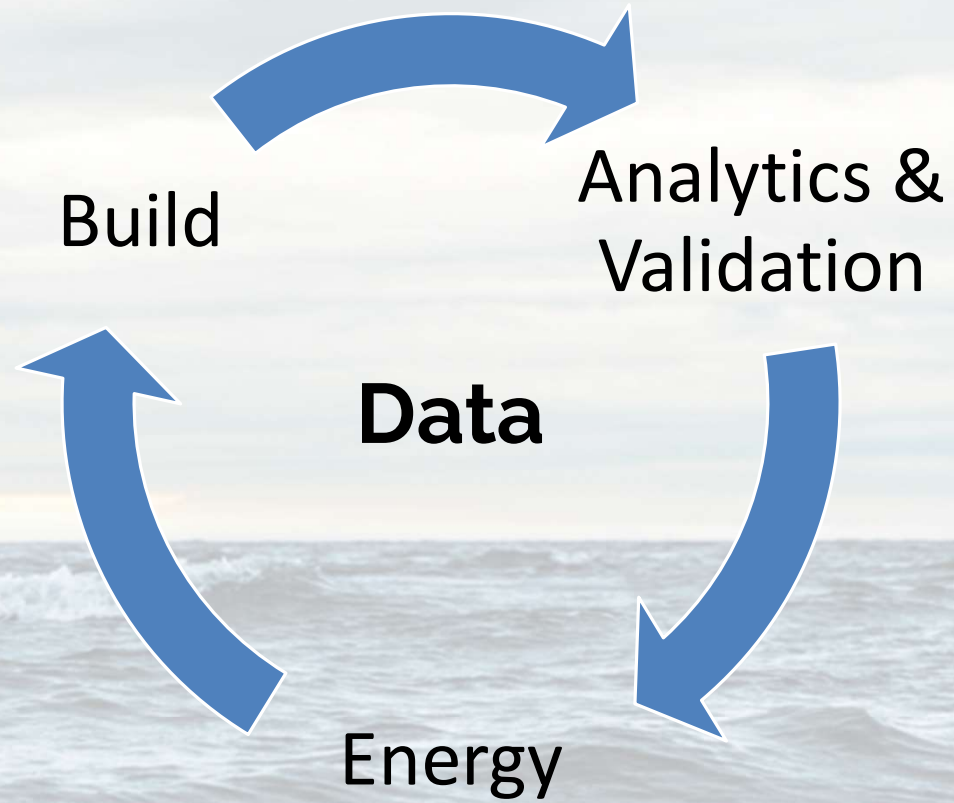
Northshore Approach



OUR CLIENTS



OUR PROCESS



Section 3:

Case Study

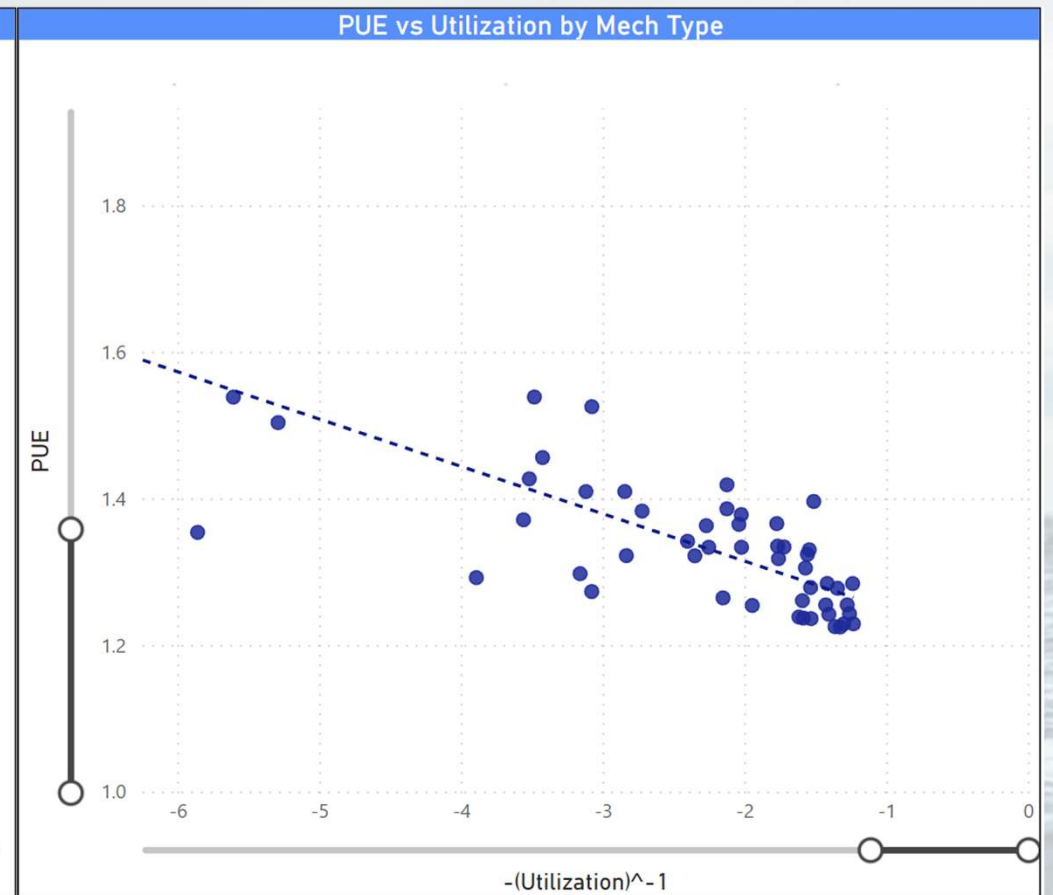
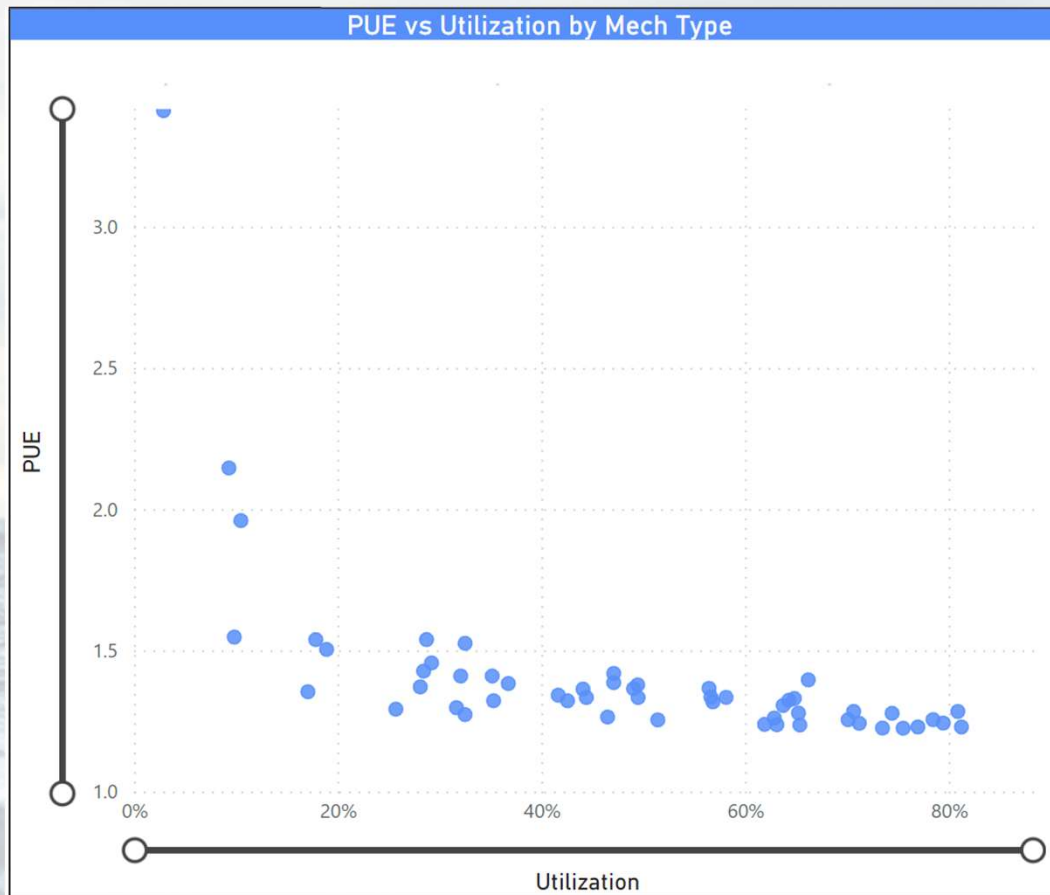


The Task

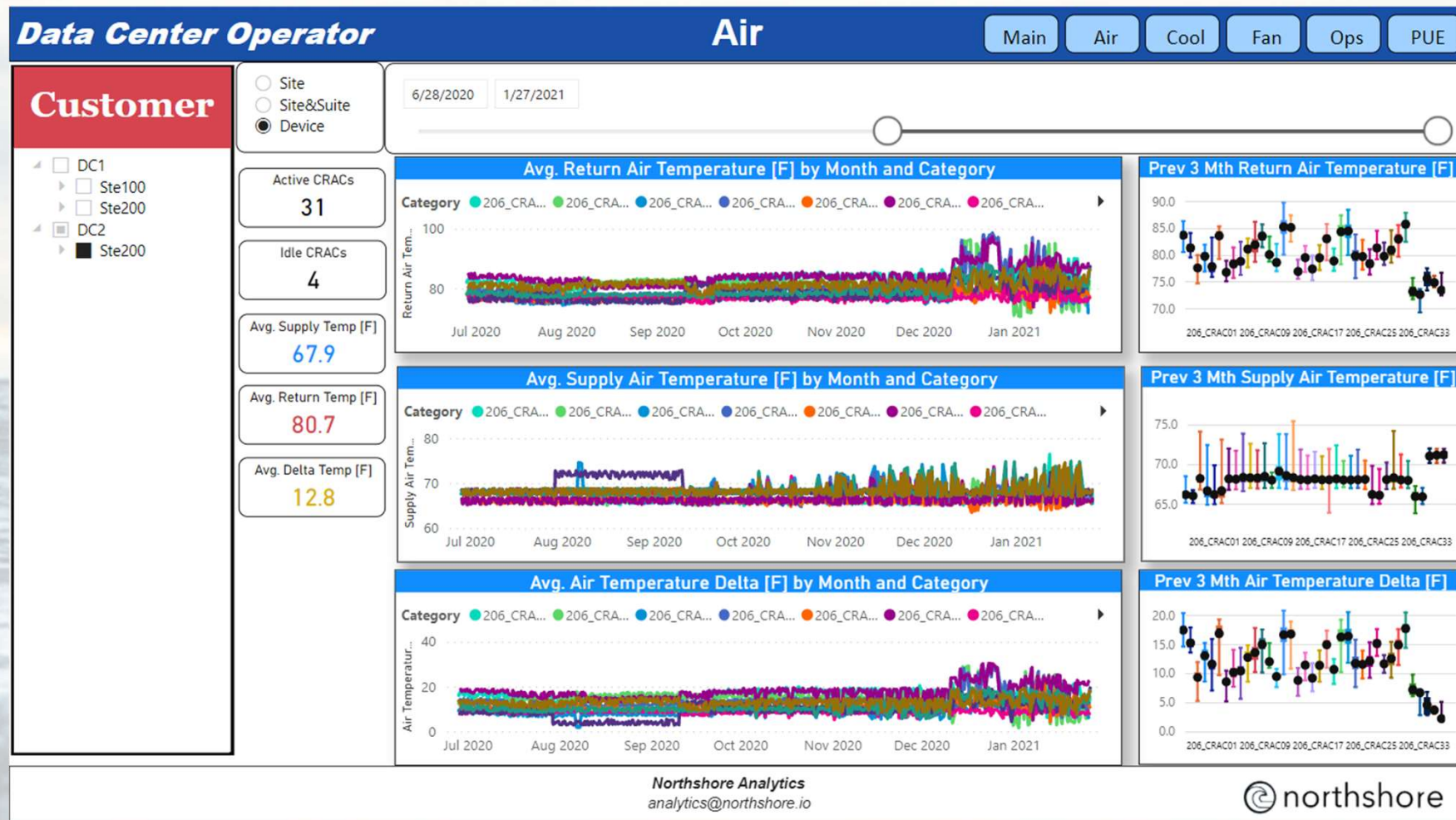
Help a data center company meet their energy efficiency targets.



Found Problem Suites



Found Energy Opportunities



Calculated Expected Energy Savings

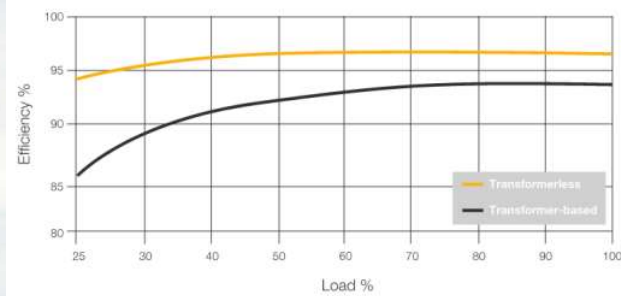
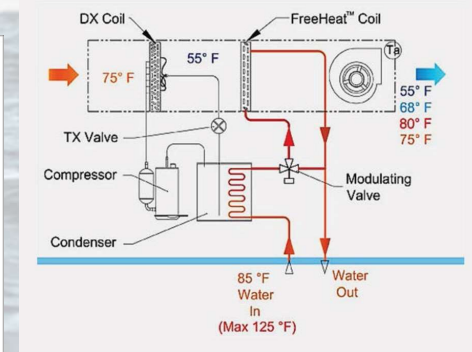
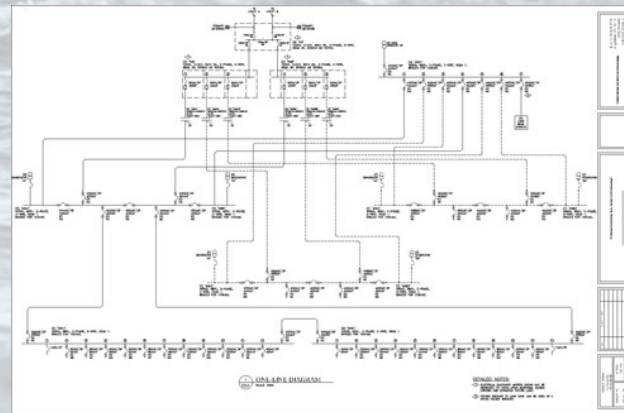
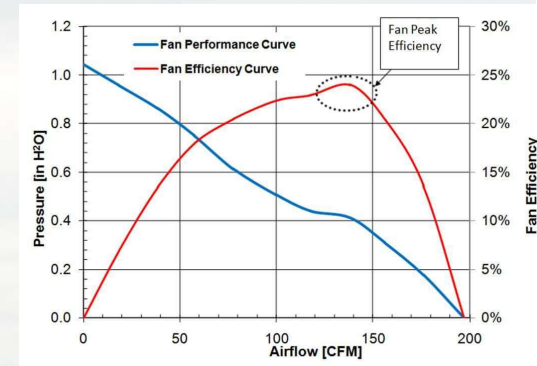


Fig. 1: UPS Load/Efficiency curves

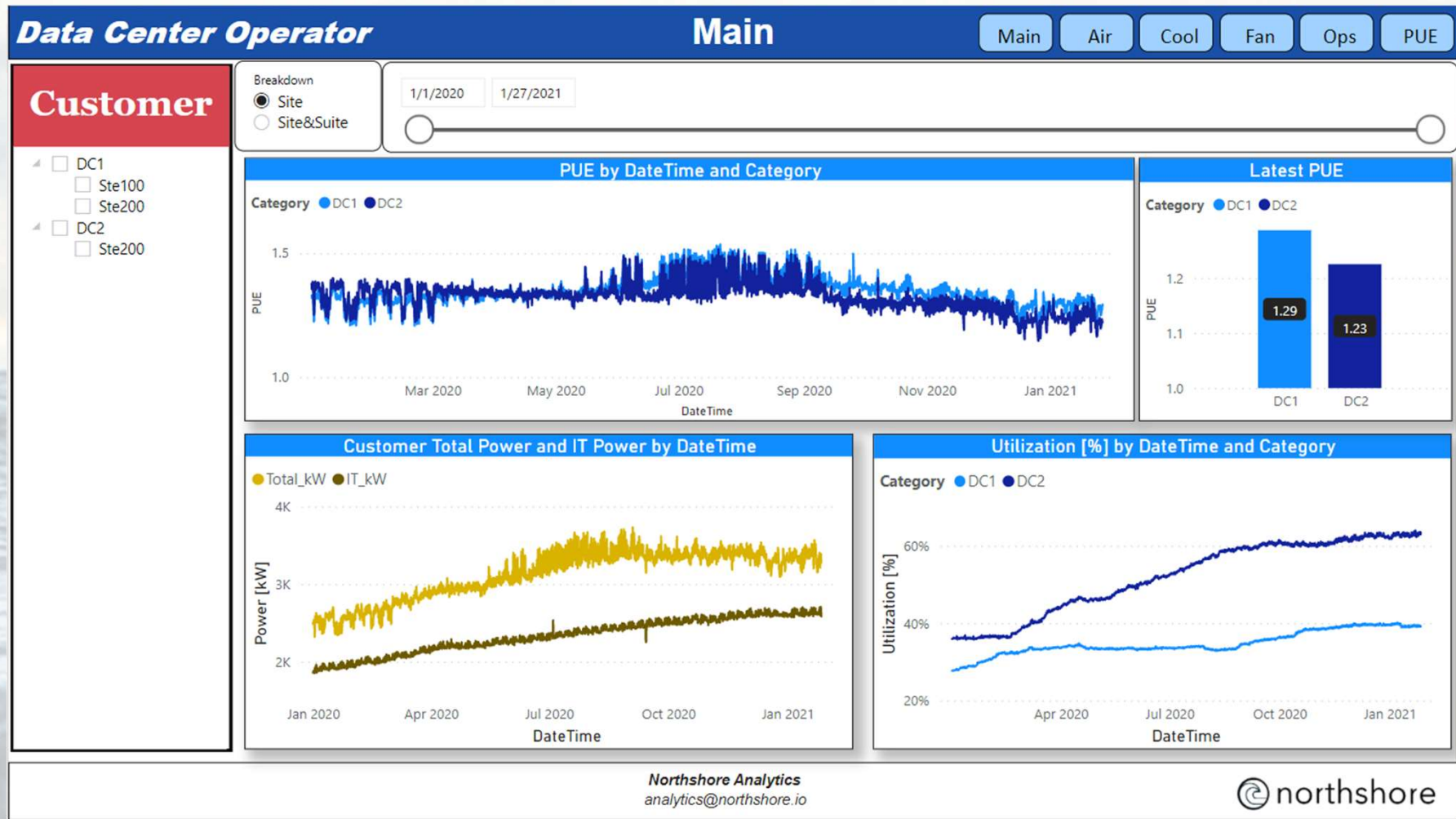


Secured Utility/Government Funding



Department for
Business, Energy
& Industrial Strategy

Tracked Performance





Questions?