



Operating costs of typical 12 rack colo customer with strong web presence:
Conventional v. **lopoco**

Operating Costs Savings Breakdown

		Number	Cost per rack per month	Total cost per month	Total cost per year
Conventional:	12.5kW racks (2 x 30A, 208V)	12	\$2,000.00	\$24,000.00	\$288,000.00
	Number of servers (2U doubles)	20			
	Percentage of rack empty	~50%			
	Total number of servers:	240			
	TB of storage per server:	12			
lopoco:	4.4kW racks (1 x 40A 110V)	8	\$1,000.00	\$8,000.00	\$96,000.00
	Number of servers (1U singles)	42			
	Percentage of rack empty	0%			
	Total number of servers:	336			
	TB of storage per server:	12			

Estimated immediate cost savings:

Per month: \$16,000.00

Per year: **\$192,000.00**

Savings due to higher average available capacity, better reliability, better competitive advantage:

Hard to easily quantify, but would \$200,000 be difficult to believe? Fewer failed hard drives....