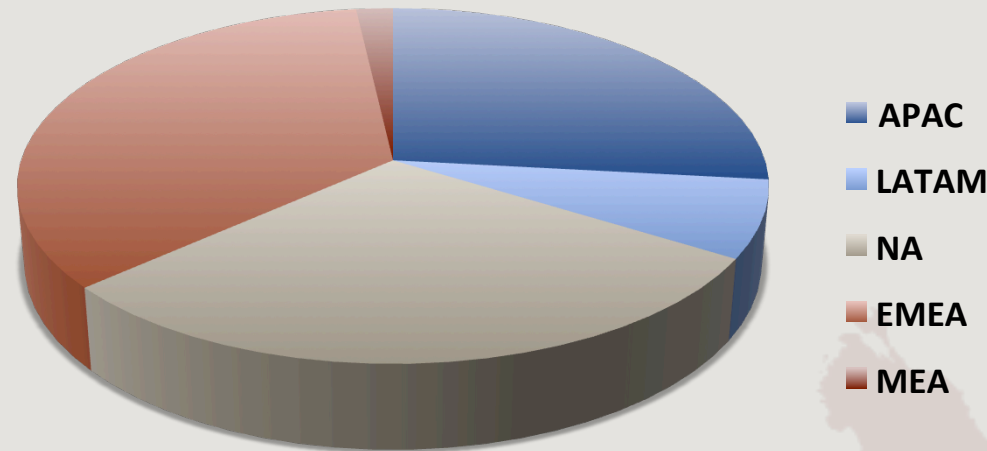# Five Facts About Asia-Pacific Data Center Energy Use

26.5%
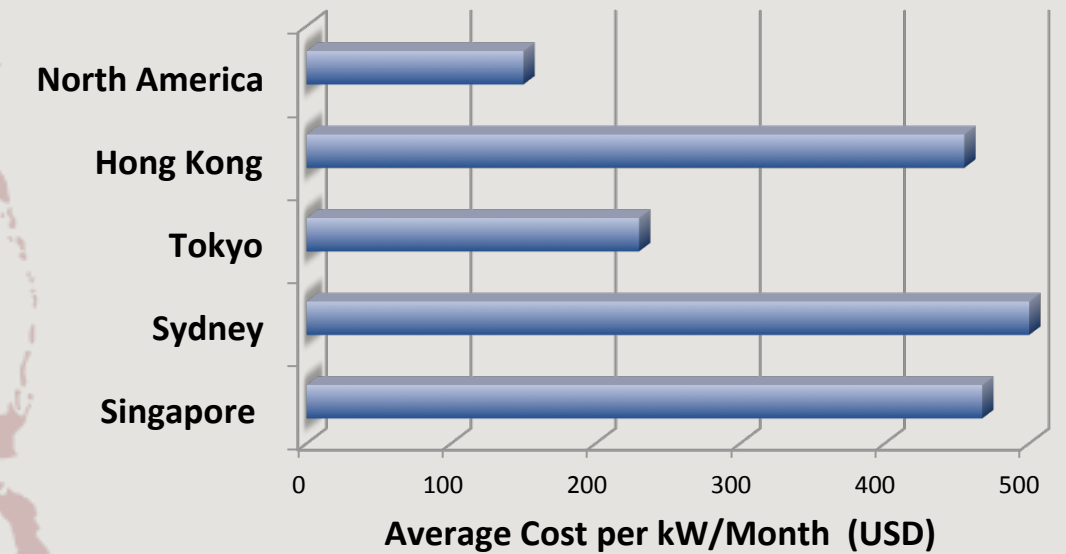
APAC's share of **all** energy consumed by data centers worldwide, with no sign of demand slowing.

- APAC
- LATAM
- NA
- EMEA
- MEA

http://www.datacenterdynamics.com/focus/archive/2014/01/dcd-industry-census-2013-data-center-power

2.75x

Skyrocketing demand has driven the average retail cost of colocation space to nearly three times North American pricing.

North America
Hong Kong
Tokyo
Sydney
Singapore

0   100   200   300   400   500

Average Cost per kW/Month (USD)

http://www.datacenterdynamics.com/blogs/why-you-can%E2%80%99t-put-apac-cloud-shaped-box

Energy costs are rising …

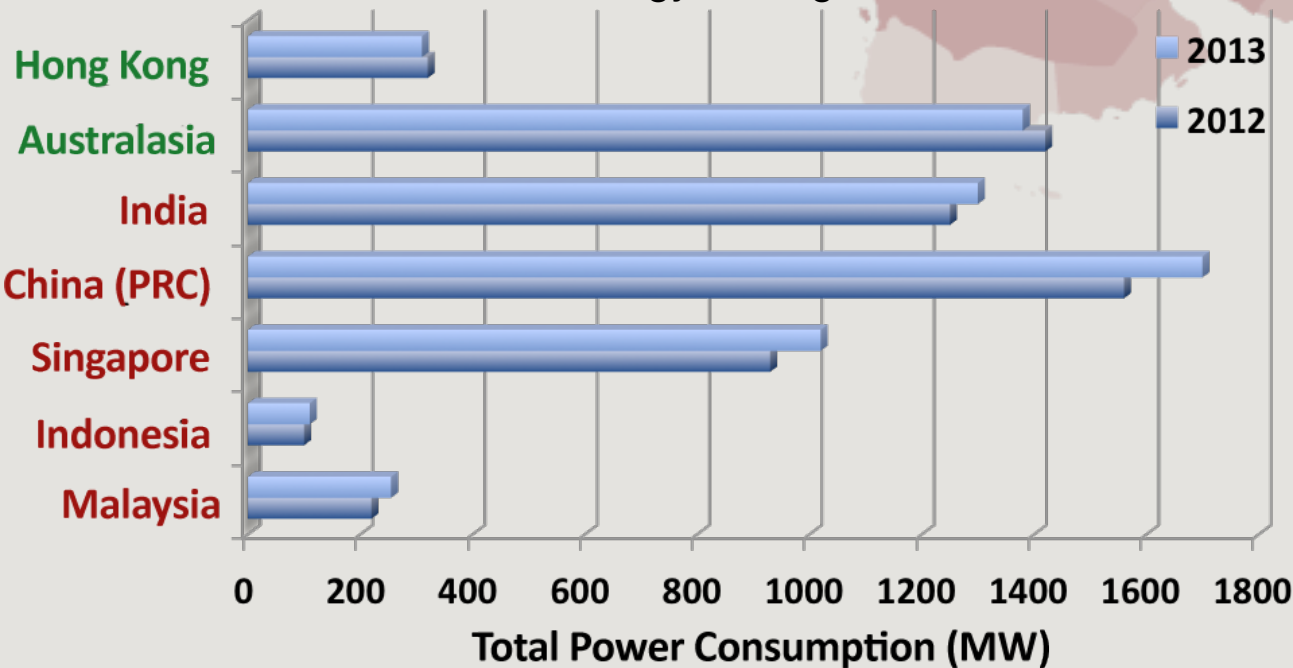Due to increased demand, State Grid and Shanghai Grid increased prices by over 10% last year.

… but service prices are falling

Spurred by increasing competition, cloud services prices dropped by 42-65%.

http://www.datacenterdynamics.com/focus/archive/2014/07/west-china-cloud-and-rising-energy-prices

110MW

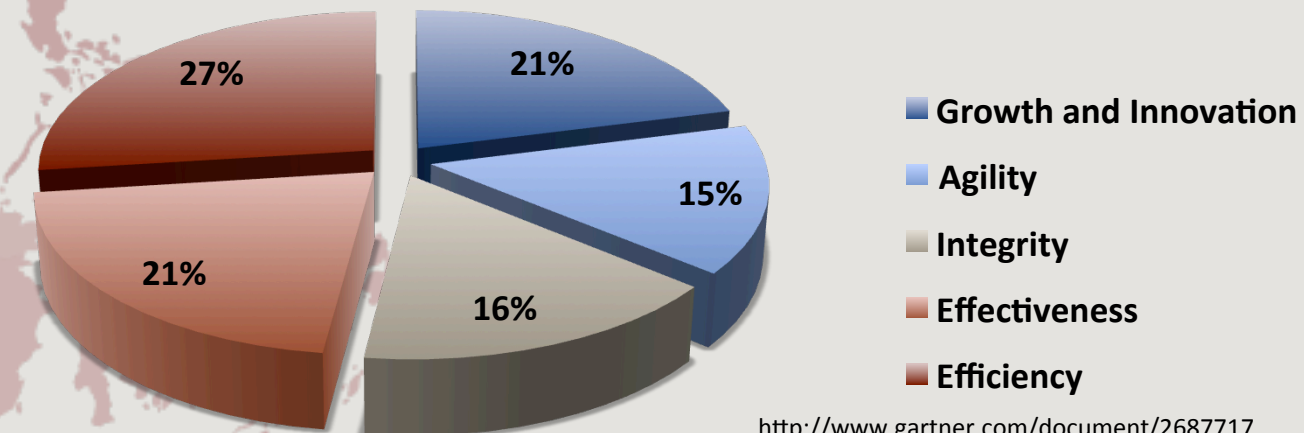Average annual increase in data center power consumption in APAC regions not focused on energy management.

Hong Kong
Australasia
India
China (PRC)
Singapore
Indonesia
Malaysia

0   200   400   600   800   1000   1200   1400   1600   1800

Total Power Consumption (MW)

■ 2013
■ 2012

■ **Strong energy management focus**   ■ **No focus on energy management**

http://www.datacenterdynamics.com/focus/archive/2014/01/dcd-industry-census-2013-data-center-power

27%

of APAC data center management cite energy efficiency as a primary business focus, trumping agility, integrity, growth and innovation.

27%   21%   15%   16%   21%

- Growth and Innovation
- Agility
- Integrity
- Effectiveness
- Efficiency

http://www.gartner.com/document/2687717

See how one major Hong Kong power company is delivering customer value and protecting its bottom line by improving data center energy efficiency.
Download now: http://bit.ly/1t3Dwvk