



AI-driven continuous optimization of AT&T's global data centers could increase energy efficiency 30%



Travis Talcott

Head of Technical Sales
EkkoSense
Travis.Talcott@ekkosense.com





AT&T's commitment to sustainable IT has achieved remarkable progress in energy efficiency. And it is clear that energy efficiency will continue to be a major focus for your team based on the data center initiatives that are highlighted in AT&T's 2024 ESG report.

Your team is also committed to leveraging data-driven insights to help achieve those efficiency goals – another theme that comes through very clearly in the ESG report. We share that belief in the power of data-driven data center optimization, and I would like to show you a way that AT&T can generate an additional 30% in energy efficiency by utilizing AI-driven continuous optimization.

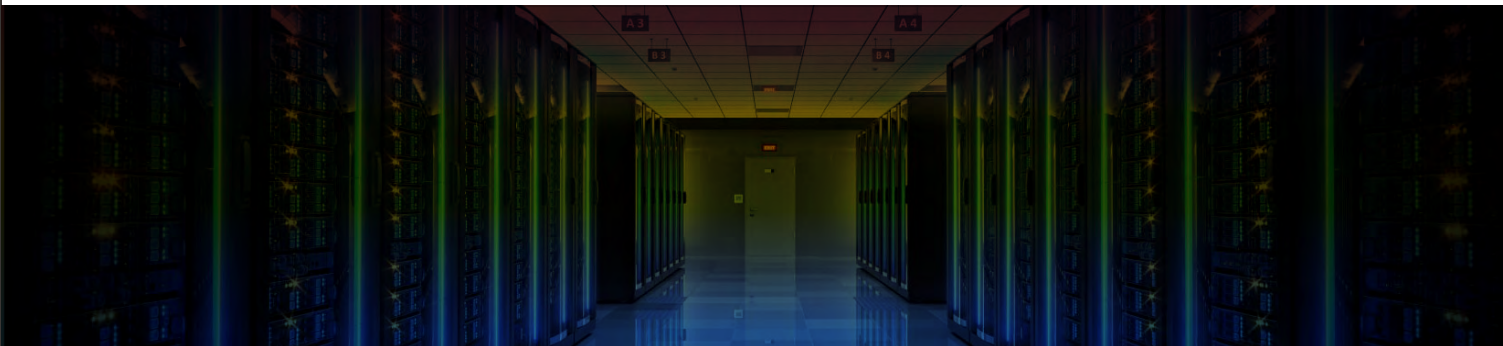
A 30% reduction in energy usage across all of the AT&T's facilities globally would generate an enormous amount of energy cost savings to build on the \$78 million that AT&T has already achieved.

The opportunities for greater energy efficiency are there, but they are hidden because traditional DCIM, BMS and other systems prevent even the best data center team from seeing them. Those traditional tools are obstacles to greater energy efficiency because they do not provide full visibility into power and cooling in a way that is comprehensive, granular and real-time.

That is exactly what EkkoSense provides. With a simple implementation process that does not disrupt IT operations, EkkoSense works with your existing DCIM, BMS and other tools to shine a light on those hidden opportunities for energy savings. EkkoSense gives you truly comprehensive visibility into your operations, delivering granular, real-time thermal and power performance data about thousands of racks across all facilities globally.

But data alone isn't enough. EkkoSense performs AI-driven continuous optimization that analyzes that data, identifies opportunities for energy efficiency gains and automates the process of continuous optimization to increase efficiency. This will enable AT&T to increase its energy efficiency, reduce operating costs and also free up significant power capacity to support expanded infrastructure for 5G, AI/HPC and other IT needs.

I believe this could provide the foundation for the next major step forward that your team makes in energy efficiency. Can I give you a demo of EkkoSense and show you examples of how a long list of other global organizations are using it to drive energy efficiency and lower risk?





Contact EkkoSense to continue the conversation and discuss your AI business challenges.



click or scan

About the Author

Travis Talcott is the Head of Technical Sales at EkkoSense, which helps organizations around the world to monitor, manage and maximize their data center performance. Talcott joined EkkoSense in Jan 2023 but has been supporting the EkkoSoft Critical Solution since 2019 in his previous role as EkkoSense's U.S. distributor Upsite Technologies. In his current role at EkkoSense, he is a lead technologist for the company's innovation initiatives. He also applies his expertise to support customer implementations and to provide technical support to the company's global ecosystem of partners.

About EkkoSense

EkkoSense leads the development of AI-powered analytics solutions for critical facilities optimization. The company's integrated platform combines advanced sensing technology, real-time digital twin modeling, and machine learning analytics to help organizations eliminate thermal risk and maximize data center performance. EkkoSense serves financial institutions, enterprise organizations, and data center operators globally.

Have you read...

AI-Driven Continuous Optimization of AT&T's Global Data Centers Can Achieve Major New Milestones for Energy Savings, Sustainability and Readiness for AI and 5G

Travis Talcott
Head of Technical Sales
EkkoSense

AT&T



click or scan

Virgin Media O2 is saving £1+ million annually in data center energy savings. AT&T could save even more than that.

Travis Talcott
Head of Technical Sales
EkkoSense

AT&T



click or scan



UK Headquarters: +44 (0) 115 678 1234
 North America: 1-833-921-3335
 Germany: +49 89262025276
info@ekkosense.com www.ekkosense.com