

Do you know what your applications are costing you?

Application costs extend beyond simply adding together the expense associated with hardware and developer time. Cost is also determined by **ongoing energy usage**.

A typical single server consumes an average of 383.75 watts of power when idle and 454.39 watts under stress. That translates into about \$300 per year in electrical costs for most companies. It also produces over 7,700 pounds of CO2. Multiply that by the number of servers your organization uses to support all of your applications and the figure may surprise you.

What can I do about it?

Smart companies determine the most expensive application components and optimize them to reduce CPU usage. This allows them to lower resource usage to the point where multiple applications can be hosted on the same set of servers. This server sharing reduces the energy footprint of all the applications involved, saving money and reducing environmental impact.

Drive down costs with RDA's help!

RDA can help you **determine and reduce the ongoing energy costs and environmental impact** of specific applications within your enterprise.

RDA's True Cost Initiative is a comprehensive plan designed to assist you in understanding the total cost of your enterprise applications. Using TCI allows you to:

- Understand the components of your enterprise in detail
- Understand the total cost incurred from the usage of one or more applications
- Identify ways to reduce the total incurred costs by
 - Eliminating unnecessary hardware
 - More effectively utilizing existing hardware
 - Optimizing business processes to reduce resource usage
 - Increase collaboration and reduce travel expenses
 - Reduce the use of paper
- Reduce the overall carbon footprint of your organization

TCI is designed to scale to your needs and can be applied to a single application or an entire enterprise.

Let's get started!

[Contact RDA](#) to learn more about how to understand and reduce the cost of your enterprise applications using RDA's True Cost Initiative.

Want more information?

Visit RDA's True Cost Initiative Web page: [link](#)

[Read RDA's article on "Profiling Energy Usage for Efficient Computing"](#) - recently published in Microsoft's Architecture Journal.