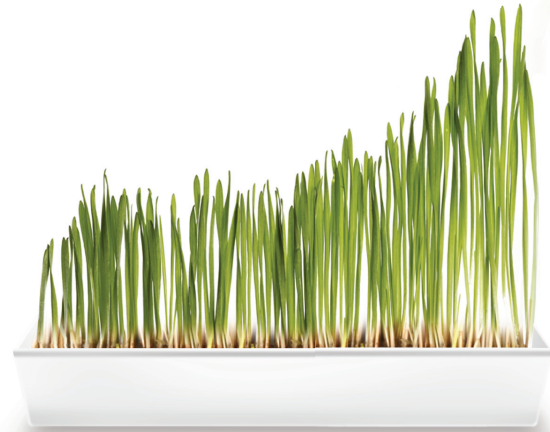




GO GREEN AND YOU GROW PROFITABLE

Wipro designed an energy efficient greenfield datacenter for Aircel that kept TCO low and reduced carbon footprint by 400 tons per annum.



INDUSTRY LANDSCAPE

The Telecom industry can have consistent growth only with a backbone that can deal with futuristic technologies and market dynamics. A green data center is strongly recommended for expansion of business where data is huge, increased power efficiencies is important and faster time-to-market is an imperative.

THE OPPORTUNITY

Aircel was looking at setting up its National Technology Center (NTC), a greenfield data center of over 50,000 sq. ft. in Gurgaon. Taking into account the huge size of the data center, cost was a sizable imperative and Aircel wanted to keep the costs in check. Aircel was interested in technologies available that would help them minimize operating costs and keep the TCO low.

CLIENT BACKGROUND

The Aircel group is a joint venture between Maxis Communications Berhad of Malaysia and Sindya Securities & Investments Private Limited. Aircel commenced operations in 1999 in Tamil Nadu and began its expansion in 2005. The company has a pan-India foothold in all 23 circles today and over 50mn customers.

“As part of our corporate social responsibility initiative, it is our endeavor to be environment-friendly and promote Green IT. We chose Wipro because Wipro approaches green initiatives in a conscious manner and not just as a fad. Their offices are 100% green and they have green campuses in Bangalore.”

-Ravinder Jain, CIO, Aircel

SOLUTION

The objective was to build a green data center, whose primary goals were energy efficiency and redundancy for dependable business continuity. To meet these goals, Wipro adopted an appropriate infrastructure design, with a capacity plan optimal for the infrastructure. Redundancies met standards, and high efficiency products and systems were incorporated into the infrastructure. The NTC is modular and uses products that can be easily expanded as the business grows, rendering saving in CAPEX and operational costs. Security is monitored 24x7 with cameras in strategic positions. All the product systems are monitored for their critical parameters with intelligent building management systems. There are engineers dedicated to the site for round-the-clock management of the data center. Wipro has also laid out detailed escalation, disaster prevention and recovery plans. Wipro's Eco Energy team came up with many ideas that helped Aircel bring down costs in the long run, like, motion sensors that switched lights off when no one was around, using LEDs instead of high wattage lamps and earth-air tunnels, a geothermal exchange for reduced load on chillers, adaptive cooling for reduced load on air conditioning, solar power for water heating needs and rainwater harvesting systems.

BUSINESS IMPACT

- 20% reduction in chiller capacity requirement was achieved with the help of adaptive cooling and the use of earth-air tunnels and a geothermal exchange.
- Using a range of technologies, techniques, design elements and systems, Aircel's data center's Power Usage Effectiveness (PUE) ratio is 1:8.
- As a result of all the green solutions deployed by Wipro at Aircel, the company reduced its overall carbon footprint by over 400 tons per annum.
- The layout design of the NTC is based on the best practices of cooling, ergonomics and modularity of expansion as the business grows.
- Scalable design architecture to address business growth.
- Saving OPEX rendering lower operational cost.

The NTC occupies 50,000 sq. ft. of gross area and adheres to the best practices prevalent in the world. It has an optimum redundancy meeting Tier-III standards as per The Uptime Institute, hence providing 99.982% availability, as per the Institute.

About Wipro

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