

EU ENERGY STAR Penetration of Office Equipment

Project Update – Sept 2008
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Project Goal

To provide EU with information to monitor the Office Equipment market with respect to:

- Market penetration of office equipment
- Energy consumption of office equipment
- Accuracy of the data in EU ENERGY STAR database

IDC Overview



- IDC is the premier independent global market intelligence, events, and advisory firm for information technology, telecommunications, and consumer technology markets (ICT)
- More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries
- We have been delivering IT intelligence, industry analysis, market data, and strategic guidance since 1964
- Our multilingual, multicultural workforce surveys over 250,000 technology users and decision makers annually, delivering unrivaled coverage
- IDC is a subsidiary of IDG, the world's leading technology media, research, and event company



Project Methodology

Task 1 – ENERGY STAR Penetration



IDC will provide a count of the number of models for all types of Office Equipment covered under the ENERGY STAR programme, detailing total counts for:

- Models of Office Equipment by major product category for imaging, personal computers and monitors on the EU-27 and EEA markets
- Models of Office Equipment by major product category for imaging, personal computers and monitors registered on the EU ENERGY STAR database
- Share of EU ENERGY STAR registered models versus the models sold in the EU-27 and EEA markets

Penetration of ENERGY STAR models will be reviewed twice annually, reviewing models within a given six month period

Energy consumption of ICT products will be modelled using a bottom-up approach

- The model will describe the following for each ICT product used:
 - Sales volumes of Office Equipment models available on the EU-27 and EEA markets
 - Power data at individual power mode levels for each of the Office equipment models
- The above data for models and sales will be provided as a total by product category

A 5% sample of the EU ENERGY STAR database selected at random will be checked in each product category to understand:

- Accuracy of model description and criteria in ENERGY STAR database.
- ENERGY STAR described but not in database.
- Models registered in ENERGY STAR but not on sale.

Where the necessary model level information was not available from IDC's databases, models were cross-checked using the following sources:

- IT vendors
- Channel players
- Regulators

IDC maintains databases of sales out (products sold directly and through the channel to end users) for ENERGY STAR product categories.

These have been supplemented with a supply side (IT channel and vendor) and desk research programme to add ENERGY STAR certification and power modes.

Where there is no power data we have used the average for product category, technology and size/speed.

AEA is calculating energy consumption of office equipment and over the life of the project will calculate changes in energy used by equipment categories.

Three periodical reports to cover each of the tasks will be delivered

- Task 1 Report
 - This report provides models available and ENERGY STAR penetration by model
- Task 2 Report
 - Building on Task 2, sales figures will be applied to each model to provide a clear picture of ENERGY STAR'S market penetration
 - The results of the energy consumption modelling will also be a part of this report providing energy consumption over time as a proportion of new sales
- Task 3 Report
 - The data quality check report will provide our assessment of the ENERGY STAR database against data collated, highlighting variations in available data for each product type

14 Reports will be produced as deliverables of this work:

- 6 reports detailing the models of Office Equipment on the EU-27 and EEA market
- 3 reports detailing the sales of Office Equipment on the EU-27 and EEA market including estimates of energy consumption
- 3 interim reports detailing the data quality checking of Office Equipment models within the ENERGY STAR database
- 1 interim report showing progress of work
- 1 final report detailing the project methodologies, findings, and future research

Formats

- Deliverables will be submitted in Microsoft Word and Excel and Adobe pdf formats

Summary Project Plan

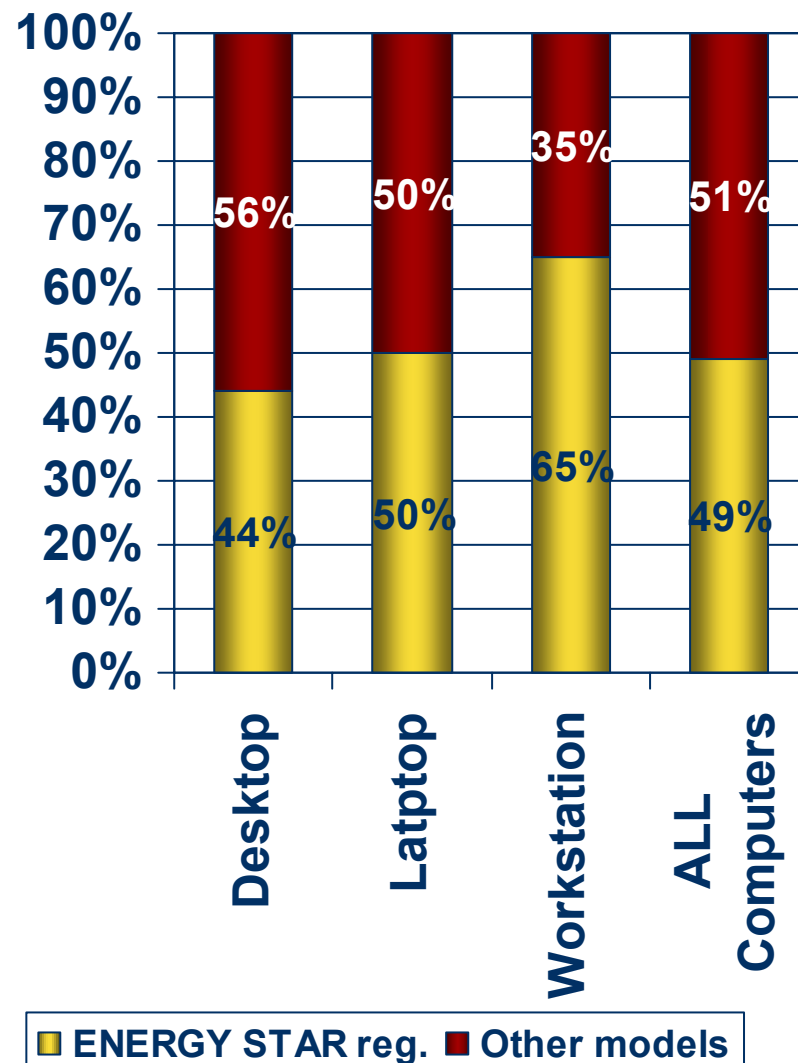
	2007	2008								
Month	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Project sign-off	29/01									
Kick-off meeting		24/01								
Surveying OE models										
Surveying OE sales										
Data quality checks										
Report – OE models				29/03						
Report – OE sales										
Report – Data quality check										

- Office Equipment Models report to be delivered no more than three months after project sign-off, and to follow every six months
- Office Equipment Sales report to be delivered no more than nine months after project sign-off, and to follow every 12 months
- Data Quality Check report to be delivered no more than nine months after project sign-off, and to follow every 12 months

Reports will be submitted at the same time each year for the duration of the contract

ENERGY STAR Penetration

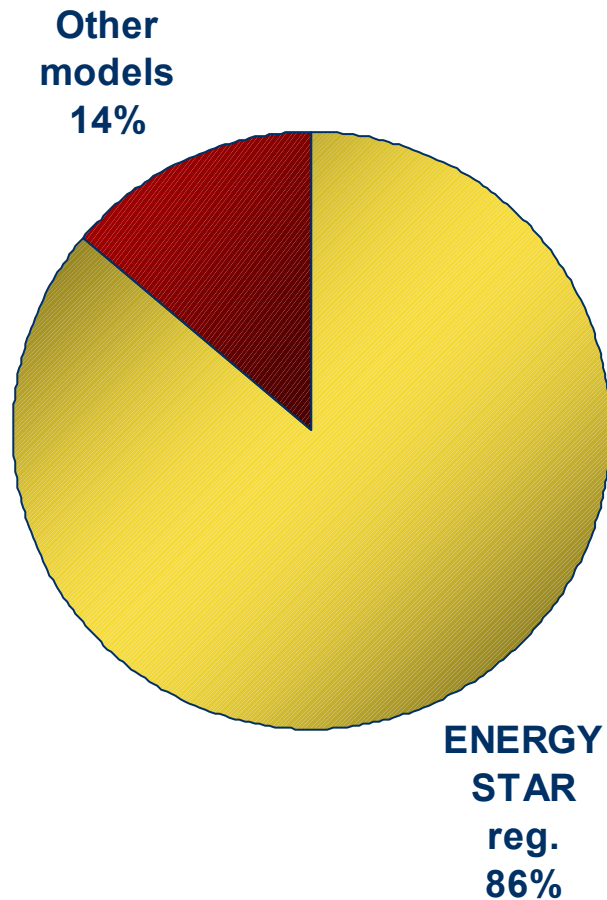
PC Models



- Due to lack in model naming conformity by the PC vendors, IDC have attempted to count an individual model at brand series and CPU level
- Model count is not representative of actual unit sales
- EU ENERGY STAR models were drawn from the EU database in July 2008
- Model counts are for the 1st half of 2008

ENERGY STAR Penetration

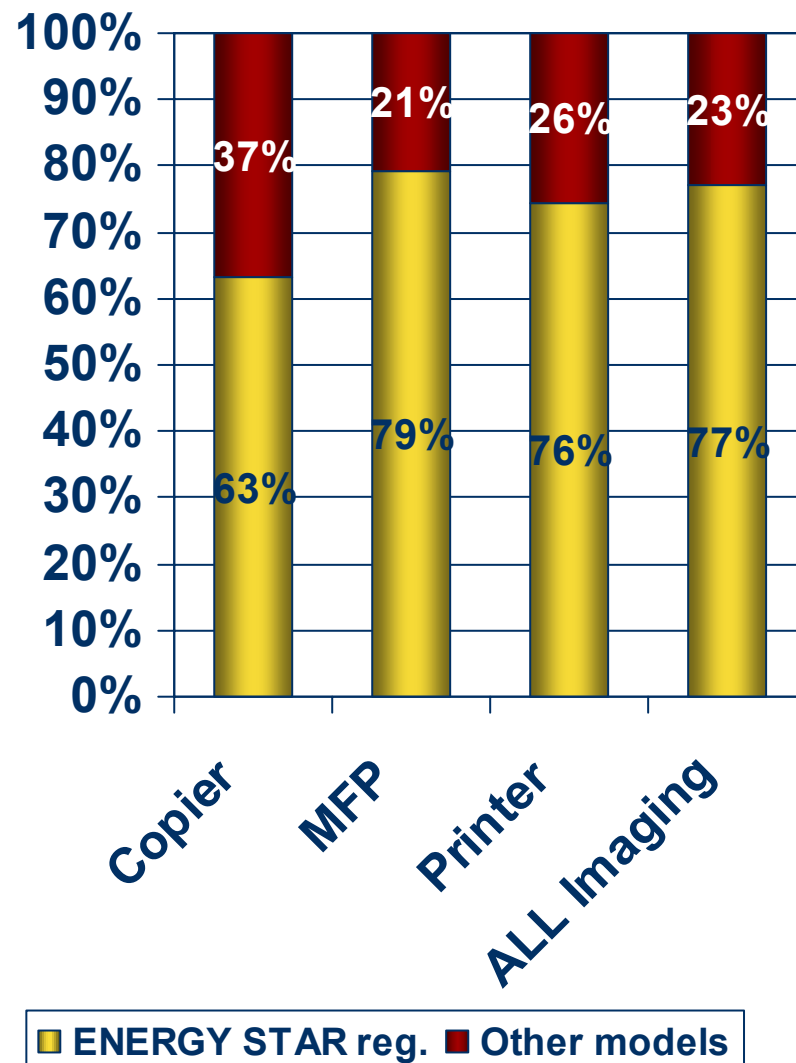
Monitors



- Model count is not representative of actual unit sales
- EU ENERGY STAR models were drawn from the EU database in July 2008
- Model counts are for the 1st half of 2008

ENERGY STAR Penetration

Imaging Models



- Model count is not representative of actual unit sales
- EU ENERGY STAR models were drawn from the EU database in January 2008
- Model counts are for the 2nd half of 2007

- Data is EU wide and is not based on country polling (channel data is extrapolated from 13 markets)
- Model naming is not standardised and is complex making it difficult to evaluate vendor level data. IDC has attempted to standardise through using product details in line with ENERGY STAR descriptions.
- Product availability is given by channel data (and some direct sources) which should be taken as a proxy for availability on the market.

Next Steps

- Currently checking sales data
- Modelling energy consumption
- ENERGY STAR data quality checks
- Data quality checks