

# Energy Saving Trust

*SoftLayer technology extends an energy analytics platform throughout the United Kingdom*

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## Overview

### The need

To extend data on energy efficiency opportunities to organizations across the United Kingdom, Energy Saving Trust (EST) needed a high-performance analytics solution hosted in an easily accessible, highly available environment.

### The solution

IBM Premier Business Partner Assimil8 Ltd. developed an analytics platform based on IBM® Cognos® Business Intelligence V10 software and hosted on SoftLayer® virtual and bare metal server infrastructure.

### The benefit

EST launched Britain's first nationwide energy efficiency database, cutting deployment time by approximately 96 percent and optimizing data warehouse workload performance.

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Founded in 1992 and headquartered in London, England, Energy Saving Trust (EST) advises communities and households on the most effective ways to reduce carbon emissions, use water more sustainably and drive down energy costs. The firm teams with government entities, nonprofits and businesses to develop energy conservation tools and programs.

### Looking to flexibly extend energy-use data

To support carbon reduction initiatives in the United Kingdom, EST pioneered a solution bringing together large datasets with advanced statistical models to identify optimal opportunities for energy efficiency measures. With massive amounts of detailed information spread across numerous sources, the company needed a high-performance analytics solution to make the data comprehensible and actionable. Plus, with a large number of government organizations hoping to use the information, EST required an easily accessible, highly available hosting platform for the analytics application.

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*Provisioning a SoftLayer hosting environment, IBM Premier Business Partner Assimil8 Ltd. launched an analytics solution based on IBM Cognos software. "SoftLayer cloud infrastructure provides the highly reliable and available environment we need to make our data accessible to organizations throughout the country without fail," says Will Rivers, Energy Saving Trust housing data manager.*

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## Launching powerful cloud-based analytics

IBM Premier Business Partner Assimil8 Ltd. developed an analytics platform based on IBM Cognos Business Intelligence V10 software and geographic information system (GIS) technology from IBM Advanced Business Partner Esri UK to support EST's initiative. Seeking powerful cloud technology to host the solution, Assimil8 provisioned SoftLayer virtual private, virtual shared and dedicated bare metal server resources in SoftLayer Amsterdam and London data centers.

"The challenge was finding a cloud environment capable of supporting users across the UK without fail but still offering flexibility," says Assimil8 principal consultant Kevin Hurd. "With SoftLayer, we have the flexible architecture that's so critical and zero downtime."

## Boosting performance and cutting costs

Introducing Britain's first nationwide energy efficiency database, EST provides private sector and government entities with unprecedented insight for driving carbon reduction initiatives. "SoftLayer cloud infrastructure provides the highly reliable and available environment we need to make our data accessible to organizations throughout the country without fail," says Will Rivers, EST housing data manager.

Easy-to-provision SoftLayer technology accelerates infrastructure deployment for EST from roughly one day to approximately one hour, cutting implementation time by nearly 96 percent. In addition, the powerful cloud solution significantly improves data warehouse workload performance for the firm's energy analytics platform.

## Solution components

### Software

- IBM® Cognos® Business Intelligence V10

### Services

- SoftLayer®

### IBM Business Partners

- Assimil8 Ltd.
- Esri UK

## For more information

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