ECOLAB®
WATER FOR CLIMATE™
Advancing Sustainable Growth

How do you protect **both water and uptime?**

The connected universe means more data centers, where cooling is critical. And of course, water is critical for efficient cooling.

But **water is running out**, **and growth isn't slowing down**, so you need to find balance. And that starts with **pushing what's possible with water** so you can use less of what you have and explore other sources with confidence.

But there are three major roadblocks that could get in your way.

1. There are lots of inefficient ways to cool down servers:

You could build in a cold climate—but might suffer data latency. You could stay where you are—but the water versus energy dilemma will remain. And alternative cooling technologies aren't site ready yet. With all these options, you need to get the mix right to run an efficient and sustainable operation.

2. Inaccurate data can lead to missteps:

Not all data center engineers know what optimized water usage looks like. If that usage goes higher than target, you might want to address it with a replenishment project. This approach does not solve the consumption problem, which might be easily fixed. As a result, your brand reputation and community image could suffer.

3. Data centers aren't cookie cutter:

Water, operational heat loads, seasonality, equipment, and regulations aren't the same across your data centers. Lifting and shifting an entire water-saving operation is not possible. When left for local sites to decide, some take local actions, and others don't have the skills and do nothing. The result is skewed progress towards an enterprise-wide goal, and risk of running out of water.

Push what's possible with water

You have **water goals you have to meet**, and these challenges are in your way. Even if you've had some success saving water, regulators, your communities, and investors are expecting more.

Becoming a leading water steward requires more than a quick fix when a problem comes up and alternating between high-water and high-energy solutions.

You need to **find balance**—starting by **pushing what's possible with water** so you can use less of what you have and explore other sources with confidence.

When you partner with Ecolab, you could save time, effort, money, and, of course, water. You'll be in a better position to meet your water goals, and you'll rise to the high bar consumers, investors, and regulators have set for you.

With Ecolab, you'll be able to:

Vet all your cooling options:
With a water evaluation by Ecolab and modular solutions, you'll get comfortable with all your water, and you'll configure cooling programs based on a data center's specifications so you know when—and when not—to use water.

Benchmark water and cooling efforts:
With Ecolab's water reduction infrastructure and water experts on site, you can measure and monitor true water consumption, and you'll make surfacing inefficiencies and opportunities a part of daily operations. When you do, you can take better actions to conserve even more water.

Align local variances to your corporate goals:
With flexible resources and dedicated global data center teams from Ecolab, you'll standardize and localize your water reduction plan plus escalate local wins and problems earlier. With your data centers in Ecolab's capable hands and working toward your corporate water goals, you can focus on keeping the world connected.

Visit www.ecolab.com/waterforclimate

to start pushing what's possible with water.

Or contact us at: ecolabwaterforclimate@ecolab.com

ECOLAB®
WATER FOR CLIMATE
Advancing Sustainable Growth