

An Industry That Invented Its Own Efficiency Standard

| Setting the standard before the standard existed

The data center industry has been ahead of most sectors on energy efficiency for a long time, and not because anyone required it.

Decades ago, operators developed Power Usage Effectiveness (PUE) as a standard efficiency metric. PUE measures how efficiently a data center uses energy by comparing total facility power consumption to the power delivered to computing equipment. For example, a ratio of 1.0 would mean perfect efficiency, with no energy lost to cooling, lighting, or other overhead.

That's theoretically ideal but not achievable in practice. Yet, what the industry has achieved is still remarkable. Today, the industry average is 1.56, where some modern facilities routinely operate at 1.2 to 1.3.¹⁶

The industry created this standard voluntarily, because energy is the largest operating cost in the business, and operators recognized the responsibility that comes with that. What other major industry has voluntarily created and standardized a metric specifically to drive its own efficiency improvements?

DataBank is one example of that commitment in place. **We have reduced our own PUE from 1.81 in 2020 to 1.5 by the end of 2025.** This represents a 17% efficiency improvement over five years, driven by continuous investment in cooling technology, facility design, and operational optimization.

16. Uptime Institute, [Global Data Center Survey](#), 2024.



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The Water Conversation

The facts are more assuring than the headlines suggest

Water consumption is one of the most emotionally charged concerns about data centers. It's also one of the most frequently misunderstood.

