



## **Data Center Fast Facts** *(As of June 1, 2010)*

Data centers are the engine behind the eBay businesses, and power the marketplace that connects 90 million people to buy and sell practically anything. In May 2010, eBay opened a company and owned state-of-the-art data center in Utah as part of our overall data center consolidation strategy. This sets the stage for long-term growth while reducing costs and maintaining a reliable and responsive e-commerce shopping experience for buyers and sellers worldwide.

### **We built our own data center in Utah for a few important reasons.**

- Moving from leased facilities to eBay-owned and operated data centers supports our unique data management needs at a much lower costs and much higher efficiency.
- Our consolidation strategy allows us to more effectively plan for long-term growth. Our Utah data center site encompasses 60 acres, allowing for expansion
- Running a global online marketplace where people buy and sell \$2,000 worth of goods every second means we have to solve for technical issues such as network latency, which simply means there shouldn't be a delay when you're trying to bid on or buy what you want! So, for technical reasons, our new data center needed to be located within a certain proximity to Phoenix, where our core data center is located. Since eBay already has customer service operations in Salt Lake City, that made Utah the best choice.

### **Power consumption is one of the key costs for a data center, so we focused on innovative efficiency.**

- It takes energy to shop – and run a global online marketplace. That's why we're focused on reducing the energy required for every eBay listing and transaction. Live listings on eBay have grown 60 percent since 2008, but we've reduced our total power consumption by 10 percent – and we're using 55 percent less energy to power each eBay transaction.
- Our new data center keeps cooling costs low by optimizing cooling in the data center, raising water temperatures and utilizing water side economizers. This allows us to use the outside air, rather than chillers, to cool our data centers, resulting in more than 5,000 hours a year of mixed and full-free cooling.
- We use 400V power distribution throughout the data center, eliminating a layer of transformers and increasing power supply efficiency.
- We are able to measure the entire system at over 200,000 points multiple times each second. The data center will dynamically adapt to achieve optimum efficiency and help us continue to improve our efficiency over time

### **We designed our data center with environmental concerns in mind.**

- The facility is built to LEED Gold standards, and when certified, will be the fourth LEED Gold certified data center ever constructed. Features include a 400,000-gallon cistern that collects rainwater from storm runoff to be used for irrigation and to cool our data center.
- Across all of our operations, eBay is committed to supporting economically viable and scalable renewable energy sources. In Utah, cost-effective renewable energy sources do not yet exist. However, we are working with state agencies and potential private sector partners to explore opportunities.
- Our commitment is evident elsewhere across our business. In San Jose, CA, our headquarters, we have aggressively pursued renewable energy sources, including the installation of a 650kW solar installation and a 500kW Bloom fuel cell installation on our campus. In May 2010, we began to build a new 100kW solar installation at our Denver, CO, data center.
- As a member of BICEP (Business for Innovative Climate & Energy Policy, a project of CERES), eBay actively supports efforts to implement a national energy policy.