

PRESS RELEASE

AI in data centres: Italtel and OctaiPipe reduce cooling energy costs by up to 30%

The solution is already in operation at a 2MW regional data centre belonging to a major Italian group, where it has improved overall energy efficiency by more than 10%.

Milan, June 22, 2026 – As European data centres face intensifying regulatory pressure alongside surging energy demand, **Italtel**, an Italian multinational leader in advanced technological solutions, and **OctaiPipe**, a deep-tech company specialized in Physical AI for Critical Infrastructure, have partnered to bring OctaiPipe's AI for Cooling Efficiency (ACE) solution to market, which includes services designed to help data center operators address their energy challenges.

Deployed by Italtel at a 2MW carrier neutral data center of a major Italian group, the solution reduces cooling system energy costs by up to 30% and improve the overall energy efficiency of the total site infrastructure by more than 10%.

Cooling represents one of the main sources of energy consumption in data centres, accounting for up to 40% of total usage. Acting in this area therefore means leveraging a concrete opportunity to reduce operating costs and the environmental impact of digital infrastructure.

OctaiPipe's AI for Cooling Efficiency software works by firstly creating a digital twin of the infrastructure, capable of replicating its thermal and energy behaviour. Using collaborative AI agents, the system monitors cooling systems in real time and automatically optimizes operating parameters, reducing waste without compromising safety or performance.

The platform integrates with existing Building Management Systems (BMS) and Data Centre Infrastructure Management (DCIM) systems without the need to install new sensors, enabling a gradual automation path that enhances existing infrastructure and reduces the need for additional investment.

Italtel, leveraging its expertise in critical digital infrastructure across Europe, is responsible for the commercial deployment, systems integration and ongoing operational support – bringing OctaiPipe's technology to data centre operators at scale. The benefits are rapid and measurable: energy cost reductions can reach up to 30%, with visible results within the first 90 days of implementation, while also improving overall efficiency and sustainability.

Growing regulatory pressure, also in light of the most recent European Energy Efficiency Directive (EED), together with the geopolitical context and increasing demand for computing capacity, make it increasingly strategic for operators to invest in solutions capable of optimizing consumption and enhancing the resilience of digital infrastructure.

"Italtel and OctaiPipe demonstrate how innovation can make data centres more efficient and sustainable, without compromising performance," comments **Cristina Sarnacchiaro, Chief Marketing and Operational Excellence Officer at Italtel**. *"The combination of Italtel's expertise in critical infrastructure and OctaiPipe's know-how in AI applied to energy represents an innovative approach to data centre management. We are bringing to market a concrete, ready-to-use solution that reduces costs, improves infrastructure resilience, and accelerates the transition to more sustainable data center management"*.

"Our collaboration with Italtel represents a key step in turning our vision into reality: to build the future of AI infrastructure for secure, scalable, and sustainable data centres," says **George Hancock, Co-Founder and VP Strategic Partnerships of OctaiPipe**. *"Intelligent cooling optimization is now a*

true competitive factor in terms of enhancing resilience, ensuring regulatory compliance, and increasing attractiveness for hyperscalers and enterprise customers”.

About OctaiPipe

OctaiPipe is a deep-tech company specialised in collaborative artificial intelligence for data centre energy management. OctaiPipe's AI for Cooling Efficiency platform enables data centre operators to reduce cooling energy costs by up to 30%, improve overall infrastructure efficiency, and meet evolving European regulatory requirements — without the need for new hardware or infrastructure disruption.

About Italtel

Italtel is a multinational company operating in the Information & Communication Technology sector with a strong focus on innovation. Italtel offers digital transformation solutions that include networks, data centers, digital workspaces, security, hybrid cloud, and the Internet of Things. The solutions consist of both proprietary and third-party software products, managed services, engineering and consulting services, analytics, and automation. The target market consists of public and private companies, with a specific focus on the vertical markets of Telco, Media & Entertainment, Public Administration, Banking and Insurance, Utilities, Transportation, Healthcare, and Manufacturing. For info: www.italtel.com

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