# EfficiencyIT and MSSL join forces to power sustainable AI infrastructure



EfficiencyIT, a leading technology and data centre consultancy, has announced a partnership with Michael Smith Switchgear Ltd (MSSL), a UK-based manufacturer of sustainable electrical control and distribution equipment. The alliance aims to meet growing demand for secure, scalable and environmentally responsible modular AI infrastructure across the UK and Europe.

The collaboration brings together EfficiencyIT’s expertise in data centre engineering and modular prefabricated systems with MSSL’s manufacturing and installation capabilities for sustainable switchgear and power equipment. Together, they will offer end-to-end solutions designed to reduce deployment times, costs and the environmental impact often linked to AI and high-performance computing infrastructure. The partnership supports the UK Government’s AI Opportunities Action Plan, which seeks to strengthen resilient and scalable AI computing across government, enterprise and life sciences.

Sustainability is central to the partnership. EfficiencyIT holds PlanetMark accreditation and is one of just 16 Schneider Electric EcoXpert partners worldwide, recognised for its sustainability achievements. The company has also received a Royal Warrant of Appointment from His Majesty King Charles III, marking its delivery of sustainable IT infrastructure to the British Royal Household. MSSL’s sustainability efforts include halving its carbon footprint, adopting renewable energy initiatives and achieving carbon-neutral status in 2022. Its environmental leadership was recognised at COP26 and with The King’s Award for Enterprise in Sustainable Development.

Both firms are Schneider Electric Sustainability Impact Award recipients, an accolade recognising organisations leading in efficient and sustainable operations. MSSL has digitised operations, introduced electric vehicles, installed LED lighting and solar panels and streamlined supply chains, reducing emissions in line with the United Nations Sustainable Development Goals.

The partnership will allow customers to access UK-manufactured, prefabricated data centre systems equipped with next-generation uninterruptible power supplies, low-voltage switchgear and other power solutions. By localising production, the firms aim to cut supply chain emissions, strengthen UK-based networks and support government efforts to establish a secure and sustainable AI infrastructure.

Nick Ewing, Managing Director at EfficiencyIT, said the partnership addresses the need to balance AI infrastructure growth with environmental and security concerns. He said it would enable organisations to expand AI and data centre environments “without compromising on environmental commitments, supply chain security or regulatory compliance.” Sean Smith, Managing Director at MSSL, echoed this view, stressing their shared focus on environmental responsibility and high manufacturing standards.

EfficiencyIT’s relationship with Schneider Electric also includes work on sustainability-focused software. In April 2024, it discussed updates to EcoStruxure IT, Schneider Electric’s automated sustainability metric reporting system. The platform combines two decades of regulatory and sustainability expertise with machine learning, enabling rapid compliance reporting for data centre operators, including with the European Energy Efficiency Directive.

As the AI sector expands, placing fresh demands on resilient and sustainable infrastructure, partnerships like that of EfficiencyIT and MSSL mark important progress. They strengthen the UK’s ability to deliver advanced AI and high-performance computing environments while embedding sustainability throughout design, production and deployment.

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## Bibliography

1. <https://dcnnmagazine.com/build/sustainability/efficiencyit-announces-partnership-with-mssl/> - Please view link - unable to able to access data
2. <https://www.se.com/ww/en/work/campaign/sustainability-impact-awards/> - Schneider Electric's Sustainability Impact Awards celebrate partners, customers, and suppliers who embrace sustainability. The awards recognise organisations that have implemented innovative and sustainable solutions, improving operational efficiency while reducing their carbon footprint. Winners gain global visibility, enhance their reputation, and increase future partnership opportunities. The program encourages companies to share their stories and showcases their commitment to decarbonisation and sustainable practices.
3. <https://www.se.com/ww/en/work/campaign/sustainability-impact-awards/winners.jsp> - The Schneider Electric Sustainability Impact Awards recognise global winners for their outstanding performance in decarbonisation. The awards highlight organisations that have successfully implemented innovations, products, and digital solutions to electrify operations, reduce energy supply, increase operational efficiency, and embrace circularity across the value chain. Winners are celebrated for their dedication to innovation and their efforts in advancing sustainability, contributing to a greener, more sustainable future.
4. <https://www.se.com/us/en/about-us/newsroom/news/press-releases/schneider-electric-announces-the-global-winners-of-its-inaugural-sustainability-impact-awards-2023-642b23d1d8b6113d5a085965> - Schneider Electric announced the global winners of its inaugural Sustainability Impact Awards in 2023. Among the winners was Michael Smith Switchgear Ltd, a UK-based manufacturer committed to sustainability. The company achieved carbon-neutral status by digitising operations, adopting electric vehicles, installing LED lighting and solar panels, sourcing alternative materials, and consolidating deliveries to reduce its carbon footprint. These efforts align with the United Nations Sustainable Development Goals.
5. <https://www.electronicspecifier.com/news/awards/schneider-electric-announces-the-global-winners-of-its-inaugural-sustainability-impact-awards-2023> - Schneider Electric announced the global winners of its inaugural Sustainability Impact Awards in 2023. Michael Smith Switchgear, based in the United Kingdom and Ireland, was recognised for its commitment to sustainability. The company achieved carbon-neutral status by digitising operations, adopting electric vehicles, installing LED lighting and solar panels, sourcing alternative materials, and consolidating deliveries to reduce its carbon footprint. These initiatives align with the United Nations Sustainable Development Goals.
6. <https://www.efficiencyit.com/evolution-of-ecostruxure-it-schneider-electric/> - EfficiencyIT, a partner of Schneider Electric, discusses the evolution of EcoStruxure IT, Schneider Electric's model-based, automated sustainability metric reporting. The new reporting features, introduced in April 2024, combine 20 years of sustainability, regulatory, data centre, and software development expertise with advanced machine learning. These capabilities provide customers with a fast, intuitive, and simple-to-use reporting engine to meet regulatory requirements, including the European Energy Efficiency Directive.
7. <https://www.intelligentdatacentres.com/2019/12/12/efficiencyit-wins-it-systems-reseller-of-the-year-at-sdc-awards-2019/> - EfficiencyIT, a specialist in data centre design and build, edge computing environments, and IT services, won the 'IT Systems Reseller and Managed Services Provider of the Year' accolade at the 2019 SDC Awards. The company also received the 'Edge Project of the Year' award in collaboration with The Wellcome Sanger Institute and Schneider Electric. The project involved deploying APC by Schneider Electric Smart-UPS uninterruptible power supplies and EcoStruxure IT to provide resilient power protection and proactive data centre management.