



10 ways to cheat with energy





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10. Naively sum savings of overlapping optimizations
 9. Count only a subset of energy consumed
 8. Simulator approximations make results irrelevant
 7. Use your own esoteric benchmark/architecture/compiler/OS so no one can compare with you
 6. Ignore circuit design and circuit layout effects
 5. Not count energy of additional control logic for new architectural features
 4. Use more static information but not count energy to maintain that information
 3. Do known performance optimizations and call them new energy optimizations
 2. Hand-tune for one benchmark
 1. Start with a lousy base case