our IT DEPARTMENT

SAVE A TREE. SEND AN EMAIL

5 WAYS YOUR BUSINESS CAN SAVE MONEY AND THE ENVIRONMENT BY USING CLEVER GREEN IT TECHNOLOGY.

WHAT IMPACT DOES IT HAVE ON THE ENVIRONMENT AND THE ECONOMY?

US ECONOMY

• **OVER $1 TRILLION OF THE US ECONOMY** IS ASSOCIATED WITH INFORMATION AND DATA, MORE THAN TWICE THE SHARE OF THE GDP RELATED TO TRANSPORTATION, INCLUDING VEHICLE MANUFACTURING.

ICT CARBON DIOXIDE

• RESEARCHERS FROM GEET AND BELL LABS HAVE ESTIMATED THAT THE ICT INDUSTRY DISCHARGES MORE THAN **830 MILLION TONS OF CARBON DIOXIDE** EVERY YEAR.

GLOBAL CARBON DIOXIDE

• THE GLOBAL INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) INDUSTRY ACCOUNTS FOR APPROXIMATELY **2% OF GLOBAL CARBON DIOXIDE EMISSIONS.**

EMISSION OF CARBON

• STUDIES HAVE PROJECTED THAT THE EMISSION OF CARBON BY THE ICT SECTOR IS LIKELY TO **DOUBLE BY THE YEAR 2020.**

WORLDWIDE AVIATION INDUSTRY

• THAT IS EQUIVALENT TO AS MUCH AS WHAT THE **WORLDWIDE AVIATION INDUSTRY** ACCOUNTS FOR.

WORLD'S ELECTRICITY

• THE GLOBAL ICT SYSTEM IS NOW APPROACHING **10% OF THE WORLD'S ELECTRICITY GENERATION.**

ICT ECOSYSTEM

• THE GLOBAL ICT ECOSYSTEM NOW ALSO CONSUMES AS MUCH ELECTRICITY AS GLOBAL LIGHTING DID CIRCA 1985.

AN INCREASINGLY LARGER CARBON FOOTPRINT HAS THEREFORE BECOME A POINT OF CONCERN FOR CTOS, CIOS AND INDUSTRY LEADERS ALL OVER THE WORLD. MOVING TOWARDS A GREENER SOLUTION IS THUS THE ONLY WAY UP.

HOW CAN YOU SAVE MONEY AND IMPROVE YOUR CARBON FOOTPRINT?

THE 5 TENETS OF GREEN IT TECHNOLOGY

1. SERVER VIRTUALISATION

GREEN CLOUD COMPUTING AND MULTI-TENANCY

Consolidate your servers to the cloud. Move your physical server(s) into smaller multiple cloud-based servers, each running operating systems and applications to serve a multitude of users.

OR:

Virtualise all your existing servers to a single point of hardware in-house, allowing the server to process 4 times its previous workload with a power consumption increase as little as **10%**.

WHY DO THIS?

Shared infrastructures operate more efficiently than autonomous ones and consume far less power over time, reducing your carbon footprint.

With a cloud-based solution, reliability and availability is greatly improved.

2. DESKTOP VIRTUALISATION

DON'T INSTALL, DELIVER!

Replace actual physical desktops with remotely deliverable, cloud based, personalised desktops to users anywhere and at any time.

WHY VIRTUALISE YOUR DESKTOPS?

-80%

There are inherent operational benefits, including reduced maintenance costs, plus improved reliability and high availability. Traditional desktop PCs can be replaced with thin clients, reducing energy costs by as much as **80%**.

3. CLOUD DATA BACKUP

KEEP YOUR BUSINESS CRITICAL DATA IN THE CLOUD.

Replace your ailing media-based data backup with a robust, fully scalable cloud-based backup solution that delivers a substantially smaller carbon footprint.

WHY USE CLOUD DATA BACKUP?

99% restoration rate versus the more traditional onsite data storage solutions.

Subscription pricing keeps costs predictable.

Cloud-based backup solutions consume far less power over time when compared to traditional data backup methods.

4. CLOUD DISASTER RECOVERY

Replace your traditional Disaster Recovery solution with an efficient cloud-based alternative that will get your business back up and running quickly in the event of a natural disaster, human error or cybercrime attack.

WHY MOVE YOUR DR TO THE CLOUD?

Cost of ownership is greatly reduced by moving your DR solution to the cloud.

Onsite failover hardware and scheduled testing is no longer required, helping to reduce your carbon footprint.

Your entire network infrastructure is replicated in the cloud, ensuring an ultra-efficient recovery process.

5. SUSTAINABLE PROCUREMENT

Removing carbon inefficient processes throughout the company, from printing invoices to processing purchase orders will help to reduce your carbon footprint.

Incentivise suppliers and vendors to adopt greener solutions for managing their end of the supply chain.

Adopt an overall smarter transportation system with a smaller carbon footprint.

IN ADDITION...

Donate functional but obsolete equipment to charities and educational trusts. Salvage and reuse peripherals and other working modules for the full course of its lifespan.

SOURCES:

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