



Green IT, Enterprise-Wide Sustainability, and Improving the Bottom Line

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Agenda

- **Setting the Context**
- **Drivers & Complicators**
- **Attacking the Problem**
- **Targeting Value**
- **Case Study**
- **Research Opportunities?**

Setting the Context

Green IT is about the economically, environmentally and socially responsible practices around information technology.

- **Economic...** in the form of cost efficiencies and competitive advantage.
- **Environmental...** in the form of energy, waste and consumption efficiencies.
- **Social...** in the form of the evolution of green reporting and the development of a more green organization culture.



Drivers & Complicators

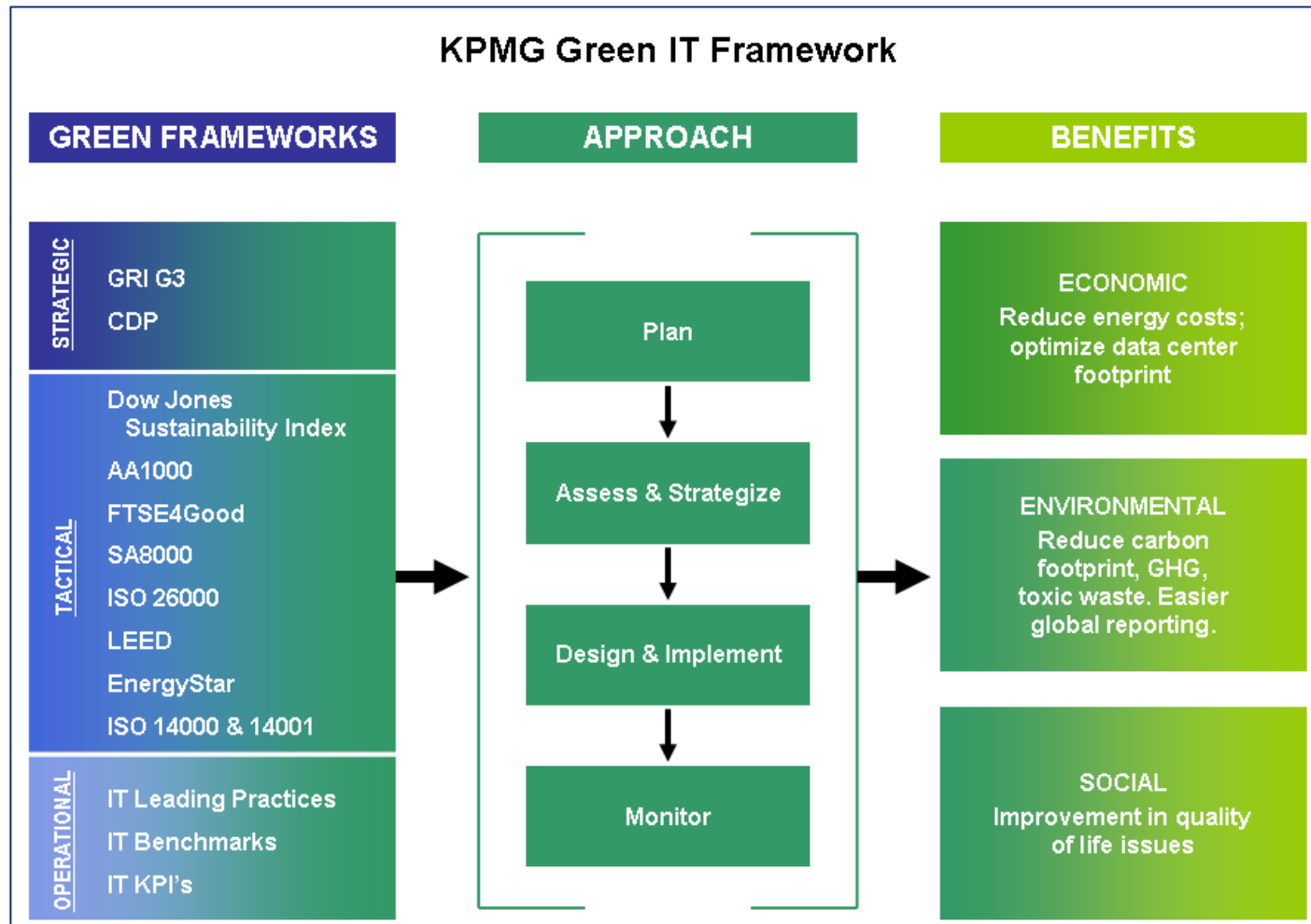
Key Drivers:

- **Exponential growth in energy consumption**
- **High / volatile energy costs**
- **Facility capacities approaching physical limits – significant capital required to expand**
- **Perceived risk of power supply disruptions**
- **Heightened customer and social interest**
- **Mounting legislation that could impose regulation in the near future**

Complicators:

- **Immature funding, benefit & data capture models**
- **Technical complexity – unraveling two decades of distributed architectures**
- **Stranded infrastructure – redeploy or deal with depreciation implications**
- **Ambiguity – standards, linkage to corporate programs, vendor noise, etc.**
- **Business Unit demarcation points**

Attacking the Problem



Success Factors

- Frameworks as a guide not “law”
- Understanding of larger strategies (Corp, BU, etc.)
- Cross-org collaboration (IT, Real Estate, Procurement, etc.)
- Adequately funding Execution Programs

Targeting Value

REDUCE CONSUMPTION

- Energy efficient equipment
- Energy Loss
- Water
- Waste generation & recycling
- Reuse natural resources

High Target Area

REDUCE COST

- Rates and pricing structures
- 3rd party contract management
- Provision into lower cost markets
- Monetized recyclable waste

Opportunity varies by entity

CAPTURE INCENTIVES

- Federal
- State
- Local
- Utility

Takes Creativity to Achieve

MANAGE AMBIGUITY

- Game Changers
 - Energy prices
 - Energy supply
 - Regulation
 - Social preferences
- Scenario Planning
- Monitoring & Measurement
- Audit to Validate

Frequently Neglected



Case Study

- **Profile**
- **Business Issues**
- **Approach**
- **Benefits**
- **Challenges**

Research Opportunities?

- **Determinants for effective Benefit & Funding Models**
- **Success Factors in Effective Green IT Reporting**
- **Effective Internal Audit techniques for environmentally friendly IT**
- **European models... impacts, value and applicability to the US**
- **Effectiveness of Government incentives to accelerate Green IT adoption**



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