

GREEN IT SERVICES

“Going green” reflects not only environmental responsibility but also includes cost and legislation concerns with energy expenditure.



Until recently, few companies were concerned with whether they were environmentally friendly. Now, cost, legislative, and environmental pressures are forcing them to take steps toward “going green.”

- **Cost:** Energy costs for data centers are rising exponentially. Data center power usage is a significant concern and energy bills that typically represented less than 10% of the IT Infrastructure budget are now at 30% and rising.
- **Legislative:** In addition to rising cost, legislation is likely to force CIOs to take a hard look at data center consumption. The 109th U.S. Congress passed a law requiring the Environmental Protection Agency (EPA) “to study and promote the use of energy efficient computer servers” in the United States. The Federal Government and many states also now offer rebates for using alternative energy solutions.
- **Environmental:** Some large companies have environmental policies in place which impact the data center to promote sustainable development and operations. Others have corporate social responsibility policies in place in order to account for their actions on their stakeholders, communities, and the environment.

WHERE DO GREEN IT SOLUTIONS FIT?

Although developing a Green IT strategy may originate from the corporate sustainability and corporate social responsibility perspectives, Green IT can enable and contribute to wide-ranging green business initiatives. As a result, Green IT solutions appear throughout the organization. Great value can be achieved by wringing efficiency in the data center and great value can also be derived from ‘Greening’ the desktop and the overall office.

Green Data Center:

- Data center migration
- Energy tracking and monitoring
- Cooling optimization
- Power efficient servers
- Infrastructure consolidation
- Server virtualization

Green Desktop:

- Virtual desktop computing
- Desktop disposal/recycling
- Paperless office
- Video conferencing
- Power management
- Procurement policy

Green Office:

- Intelligent buildings
- Technology waste
- Employee buy-in
- Telecommuting policy
- Alternative energy

THINKING GREEN

Simply preparing the IT function for change and instilling green ideals in employees are only the first steps in leveraging IT to get the entire company on the fast-track to enterprise sustainability. An IT function must also think about the tools and processes around the company’s sustainability imperatives. These processes range from defining the IT function’s green vision to the day-to-day management of operational functions.

- Develop a Green IT strategy
- Evaluate IT architecture and standards
- Manage IT vendor relationships
- Manage operations of the Green IT environment
- Support and train users
- Plan annual IT sustainability milestones

Data Center Trends:

- From 2004 to 2007, DC power consumption doubled, and this consumption growth is expected to continue at an accelerated pace.
- Energy costs represent 30% to 40% of an IT organization’s budget and is expected to rise to over 50% by 2011.
- Servers in a data center represent 90% of the power consumption growth.
- As much as 55% of energy consumed by the data center goes to cooling, power distribution, and lighting.

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