



# Green IT

## Moving beyond the Data-centre

*High performance. Delivered.*

Tom Morgan  
Accenture Technology Consulting

# A holistic view of the impact of IT on the environment



Rather than looking at individual initiatives, the Green IT Agenda takes a holistic view of the environmental footprint across an organisation's IT and highlights areas where action may be taken.

## Procurement

The processes by which an organization purchases equipment, supplies and services

## Corporate Citizenship

The way the IT organization interacts with the local, regional and global community

## Office Environment

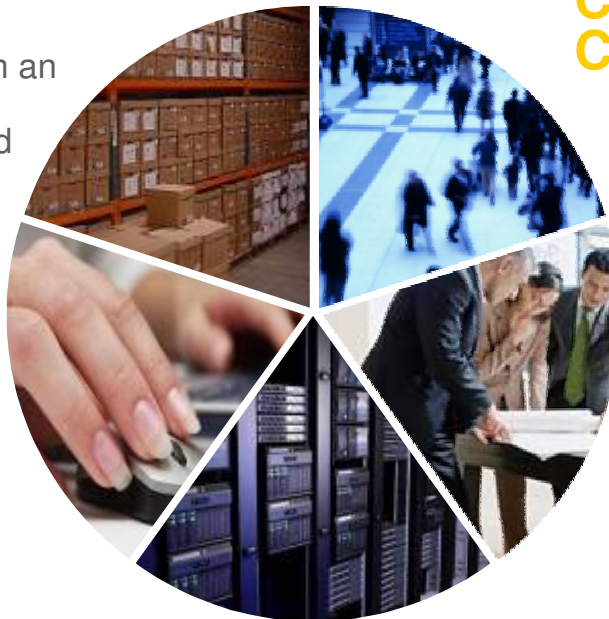
End user compute devices including desktops, laptops, printers and mobile devices

## Working Practices

Concerned with the way an organisations IT is run including locations, process and structure

## Data-centre

An organisation's shared computing capabilities including servers, storage and network



# Green Data-centre

## Beyond server power consumption



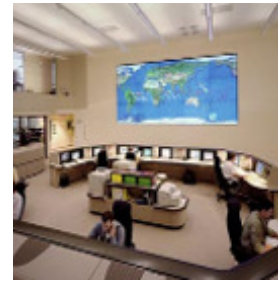
The scope of the green data-centre goes beyond that of deploying more energy efficient servers and storage and includes facilities, operations and infrastructure



**Business Service Management**



**Data-centre Layout**



**Predictive Operations Framework**



**Data-centre Design**



**Smart-Scheduling**



**Automation**



**Provisioning**



**Virtualisation**

# Green Workplace

## The Matrix of the possibilities



Making use of the convergence of the network to reduce the requirement for travel while reducing the impact of the existing office locations



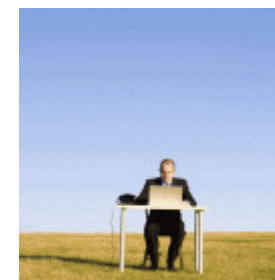
**Enabling Thin Client**



**Automated Provisioning**



**Virtual Meeting Environments**



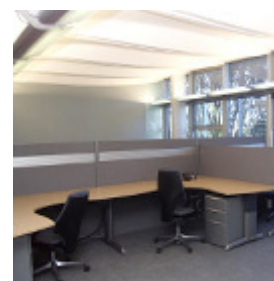
**Remote Working**



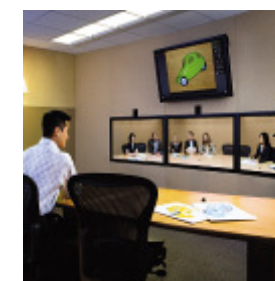
**Unified Communication**



**Virtual Desktop Images**



**Office Lighting & Heating**



**TelePresence**

# Green Procurement

Simply buying “green” hardware is not enough



Green procurement is about implementing the processes to manage the buying and disposal of assets in an environmentally appropriate way



**Vendor Selection**



**Sourcing Strategies**



**eProcurement**



**Delivery & Orders Management**



**Asset Management**



**Intelligent Refresh**

# Tracking the Benefits



## Metric

## Frequency

## Benefit

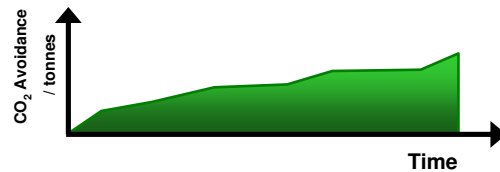
**Green Maturity**



Every 6 months

Provides justification against previous baseline based on the initiatives undertaken. Report is at level that can be distributed widely internally

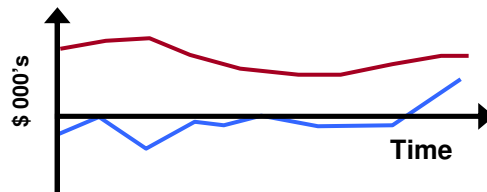
**CO<sub>2</sub> Footprint Reduction**



Monthly

Common metric that can be understood outside of the organisation and provided an empirical result

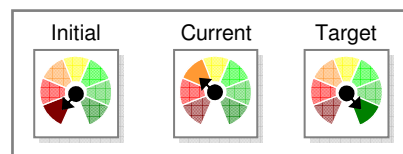
**Energy cost reduction**



Monthly

Provides management with alternative justification for the programme of work and supports business case for further improvements

**Employee engagement**



Detailed Every 6 months  
Snapshot every 2 months

Collects data based on feeling from employees. Provides a gauge on how well the employees of the organisation are bought in to the tasks undertaken

**Brand Value**

2004 BRAND VALUE MILLIONS	2003 BRAND VALUE MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
67,394	70,453	-4%	U.S.	Little innovation beyond its flagship brand and poor management has caught up with Coke as consumers' thirst for cola has diminished.

Yearly

Understanding of how the internal activities are impacting the brand of the organisation and the perception of the public